BROADCASTING

Broadcast Advertising

PUBLIC LIBRARY
AUG 3 - 1942
DETROIT

SERVING MARKETS THAT
SERVE THE UNITED NATIONS

THE FORT INDUSTRY COMPANY
Broadcast Building
TOLEDO, OHIO

XUM

"LOOK! THAT COMPANY DOWNSTAIRS IS ADVERTISING ON WLS AGAIN!"

THERE is no ceiling on Midwest America sales for WLS advertisers. They just keep going up and up and up! WLS can and does send listeners to stores to buy WLS-advertised products. Here's one example—*and in Chicago:* Each of the past six years, a Chicago grocer has conducted weekend promotions tieing in with the WLS "Feature Foods" program. Sales of one product having an average weekend sale of 180 packages *jumped to 573 packages* during the WLS promotions—a *319% increase* above normal sales! Another product jumped 446% . . . and still another 201%—all in a single weekend! It proves again that *WLS Sells Goods*—and in Chicago, too—that listeners act promptly on WLS suggestions.

WLS

CHICAGO

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH **KOY,** PHOENIX, AND THE ARIZONA NETWORK — **KOY** PHOENIX • **KTUC** TUCSON • **KSUN** BISBEE-LOWE

. . . BUILT INTO THE STANDARD LIBRARY:

"The Commercial Touch"

Ask a Standard subscriber what he likes most about the Standard Program Library, and he's pretty apt to say:

"*It helps me sell time!*"

After all, isn't that the most important attribute a Program Library can offer? We call it "the commercial touch"—and we make sure it's present *in every Standard recording.*

The secret? *Showmanship* . . . that intangible something that holds the interest of the greatest number of listeners.

In addition to the innumerable shows which program directors can create from the vast musical resources of the Library, Standard's continuity service provides 64 ready-built programs per week . . . sparkling, sponsorable, and complete to original opening and closing themes!

Ask us for the impressive facts regarding Standard's "commercial touch," and such important "extras" as 100% Orthacoustic recording and our time-and-trouble-saving filing and indexing system.

KEEP 'EM SPINNING

★ *Standard Radio*

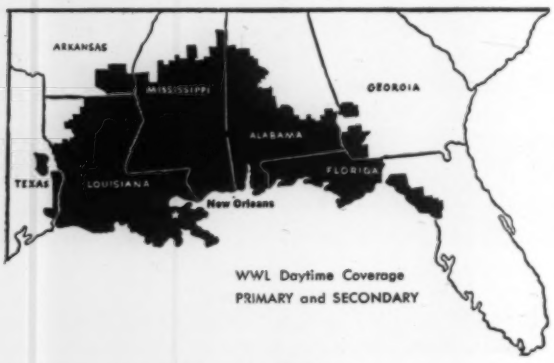
360 N. MICHIGAN AVENUE
CHICAGO, ILLINOIS

6404 HOLLYWOOD BOULEVARD
HOLLYWOOD, CAL.

ed every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

Watchers in Waltham . . .

Sales for you right here . . .



You get both with:

WWL
NEW ORLEANS

50,000 watts - - clear channel

When Waltham, Mass., isn't turning out watch dials it turns to radio dials. Every so often some timester tunes in on—and writes to—WWL, New Orleans. Our files fatten with mail from fans at every point of the compass.

But the mainspring of WWL popularity with result-wise advertisers is our Deep South leadership. Here in the New Orleans market area, the power and prestige of WWL makes it unquestionably:

The greatest selling POWER
in the South's greatest city

CBS Affiliate—Nat'l. Representatives, The Katz Agency, Inc.

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

VOL. 23 • NO. 5 AUGUST 3, 19

CONTENTS

Census Shows 82.8% Radio Homes in U. S.	9-11
Press Critical of Petrillo Ban	12
Copper Expedited by WPB Ruling	12
Govt. Suit Ready; Petrillo Stands Pat	13
Shellac Allocation Exempts Sudlac	14
FCC Files Briefs in Monopoly Case	14
Senators Critical of Commentators	16
Tinney Retracts Army Accusation	16
Mills Assumes SPA Position	18
Group Ownership in Canada Opposed	20
Locals Deemed a Community Necessity	22
Manpower Classifications Listed	24
Wartime Transmitter Needs Discussed	26
NBC Adopts Extra Discount For Full Net	28
Mr. Amplistat's Dawn	30
WFIL's Radio Code School	34
Census of Radio Homes: Michigan	44
Rubber Substitute Developed by RCA	58
Camp Shows Using Radiomen	61
Deny Politics in Salvage Placements	66

DEPARTMENTS

Agencies	60	Network Accounts	58
Agency Appointments	61	Personal Notes	37
Behind the Mike	38	Purely Programs	46
Buyers of Time	61	Radio Advertisers	49
Classified Advertisements	64	Radio Bookshelf	36
Control Room	43	Station Accounts	48
Editorials	36	Studio Notes	59
FCC Actions	58	We Pay Respects	37
Meet the Ladies	40	Hix Cartoon	66
Merchandising	32		

Subscription $5.00 a Year • Canadian and Foreign, $6.00
Published every Monday, 53rd issue (Yearbook Number) Published in February

PS-ST! WANT TO BUY SOME NEW GOLF BALLS?
It's much easier to buy KFAB. Get booming sales drives off the first tee. Score birdies in all the rich farm markets. KFAB keeps you out of the rough, and on the "folding" green. You need KFAB, to get around Nebraska and her neighboring states in par. We're not rationing time . . . but you'd better holler "Fore" now, to get the best availabilities.
DON SEARLE—Gen'l Mgr.
Ed Petry & Co., Nat'l Rep.
KFAB
LINCOLN

BEATS too

are built from blueprints

Back of today's decisive war triumphs are years of planning and testing. The successes of whole campaigns, of crucial actions by tanks or sea or air fleets, spring from painstaking preparations in the staff room and drafting room, in the laboratory, the wind tunnel and on the proving ground. Victories are built from blueprints.

But not only military victories—

United Press was first by 24 hours with the long-awaited stories of internees from Japan. These gave America its first detailed account of U. S. bombing raids on Japanese industrial centers, of maltreatment of American and British internees, of how Japan's army keeps the people in the dark about Japanese reverses.

United Press correspondents Robert T. Bellaire and Richard C. Wilson filed their dispatches from Lourenco Marques. They reached New York ahead of all others because, even before the exchange ship had left Yokohama, United Press blueprinted its campaign for a series of beats by establishing an air-tight communications channel from remote Portuguese East Africa and by keeping it open for the prompt movement of the big news.

News beats—victories in news coverage—like victories on the fighting fronts, are built from blueprints.

UNITED PRESS

"The World's Best Coverage of the World's Biggest News"

XUM

how to get more out of radio at 20% to 40% less cost!

"BIG SALES IN SMALL PACKAGES" brings you such vital information as:

TIME SELECTION—how this one step should be taken to make the short-time period most effective.

COMMERCIAL SLANTING—actual cases on how sponsors cleverly aimed their commercials toward specific audiences.

"TYPING" A PROGRAM—describes the simple, but necessary, act of program spotting for "listener types."

ARTIST IDENTITY—the obvious but important trick of identifying the artist with the product or service on the short-time period.

Perhaps you're an advertiser who has never used radio before. Perhaps you're a timebuyer who must maintain strong market coverage for one or more accounts in the face of war-curtailed budgets. Or, you may be an agencyman with a unique new program idea which has been approved by a client, but which must be presented much more economically than you had originally planned.

If any of these problems are yours, WOR urges you to send today for a free copy of "BIG SALES IN SMALL PACKAGES."

"BIG SALES IN SMALL PACKAGES" is a 30-page booklet packed with sound, authoritative facts on the short-time period. It is deliberately slanted to meet the needs of a nation at war. In these 30 pages WOR tells you candidly, clearly and briefly how economically-produced 5 and 10-minute programs have obtained amazing results for a variety of sponsors.

Write, Wire or Phone NOW for your copy of "BIG SALES IN SMALL PACKAGES"

WOR

at 1440 Broadway, in New York PE 6-8600

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS STATIO

RICHARD H. MASON

MANAGER, WPTF, RALEIGH

1926—Graduated, Raleigh High School
1926—North Carolina State College
1927—Clerk, Cashier's Dept., Equitable Life Assurance Society
1927—Part-time announcer, WPTF
1928—Full-time announcer, WPTF
1931—Program Director, WPTF
1934—General Manager, WPTF
1934—WPTF raised from 1,000 to 5,000 watts
1941—WPTF raised from 5,000 to 50,000 watts

HANDSOME is as handsome does—and in either case, Dick Mason is doing very handsomely indeed. Starting with WPTF as part-time announcer when he was only twenty-one (and when WPTF was a 1000-watter) Dick was successively a full-time announcer, then production manager, then program director—and, today, is *Manager* of this 50,000-watt outlet. Just as important, Dick is still the same easy, quiet-spoken chap who started in at the bottom of the radio ladder, fourteen years ago.

Far be it from any of us here at F&F to make any claims about personal appearances, but so help us—one thing of which we're really proud is that we've worked like horses, and have done pretty well for both our advertisers and our stations. Starting in 1932, our first year's billing was such that most of our friends proclaimed we'd done the "impossible". Last year, in 1941, we billed 2495% more than in 1932—or almost as much as in all our first five years combined!

Please don't misunderstand about that. We're not boasting. What we're saying is that every year, F&P *must* have given more help, more service, more value to advertisers and agencies, or else we couldn't have grown as we have. And that's the way we shall *continue* to grow, here in this pioneer group of radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW . . . . . BUFFALO
WCKY . . . . . CINCINNATI
KDAL . . . . . DULUTH
WDAY . . . . . FARGO
WISH . . . . . INDIANAPOLIS
WKZO . KALAMAZOO-GRAND RAPIDS
KMBC . . . . . KANSAS CITY
WAVE . . . . . LOUISVILLE
WTCN . . MINNEAPOLIS-ST. PAUL
WINS . . . . . NEW YORK
WMBD . . . . . PEORIA
KSD . . . . . ST. LOUIS
WFBL . . . . . SYRACUSE

. . . IOWA . . .

WHO . . . . . DES MOINES
WOC . . . . . DAVENPORT
KMA . . . . . SHENANDOAH

. . . SOUTHEAST . . .

WCSC . . . . . CHARLESTON
WIS . . . . . COLUMBIA
WPTF . . . . . RALEIGH
WDBJ . . . . . ROANOKE

. . . SOUTHWEST . . .

KOB . . . . . ALBUQUERQUE
KOMA . . . . OKLAHOMA CITY
KTUL . . . . . TULSA

. . . PACIFIC COAST . . .

KARM . . . . . FRESNO
KECA . . . . . LOS ANGELES
KOIN-KALE . . . . . PORTLAND
KROW . OAKLAND-SAN FRANCISCO
KIRO . . . . . SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: [illegible] NEW YORK: [illegible] SAN FRANCISCO: [illegible] HOLLYWOOD: [illegible] ATLANTA: [illegible]

BROADCASTING and Broadcast Advertising

Vol. 23, No. 5 WASHINGTON, D. C., AUGUST 3, 1942 $5.00 A YEAR—15c A COPY

Census Shows 82.8% Radio Homes in 1940

Receivers Doubled Within Decade, Data Reveal

THOUGH the county-by-county reports on five major States remain to be released, the U. S. Bureau of the Census last week issued a national recapitulation of the first official census of American radio homes to be made available in a decade. The report, long awaited by the broadcasting industry, by time-buyers and by market analysts, shows that 82.8% of all occupied dwelling units in the United States were equipped with radios when the 1940 population census was taken.

[The projected county-by-county reports covering New York, Ohio, Illinois, Pennsylvania and California will be published by BROADCASTING, as have all other State reports thus far released, as soon as they are made available by the Census Bureau. Later, perhaps in early September, BROADCASTING will issue a supplement containing the county reports on all States and the District of Columbia.]

Doubled in Decade

The national recapitulation reveals that the number of homes in the United States with radios more than doubled between 1930 and 1940, with radios reported in 28,052,160 of the occupied dwelling units counted in the 1940 census of housing. Actually, however, a projection of the official census figures, using accepted statistical methods and taking into account the number of occupied dwellings (960,163) which did not answer the radio question, shows that there were at least 800,000 more radio homes that should be added, making a grand total of 28,839,154 [see table on page 10].

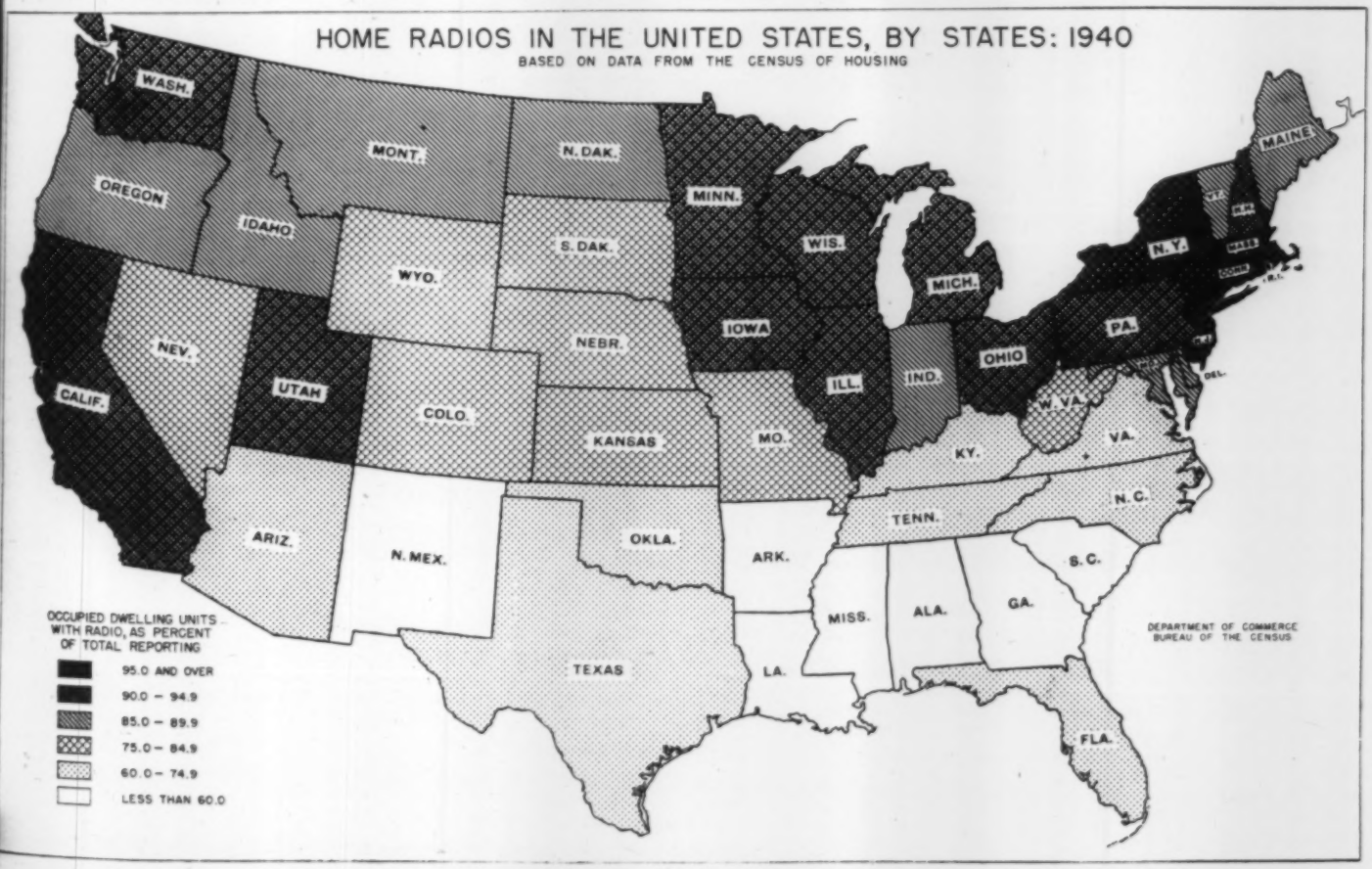
The official census count does not include second and third (or more) sets in the home, nor does it include any count of auto radios, office radios, portables, etc. The homes dwellers, during the 1940 census, were simply asked to answer the question whether their homes were radio equipped, and it is an accepted fact that many failed to reply for fear of the then much-talked-about tax on radio sets.

That the figures carried in the projection on page 10 are the irreducible minimum of radio homes in the United States, is further borne out by the fact that the census was taken more than two years ago and that the last several years have been among the heaviest in radio set production and sales in this country. The estimates published herewith were made by the NAB research department, headed by Paul F. Peter, using the Census Bureau's reports as the base.

Highest in Cities

The proportion of homes with radios in 1940 is shown to be highest in the urban areas, in which 91.9% of the reporting units had radios as compared with 79% in the rural-nonfarm areas and 60.2% in the rural-farm areas. In the North and West the proportions having radios were 91.9% and 88.9%, respectively. The corresponding figure for the South was 62.1%.

In 25 States and the District of Columbia more than 85% of the homes had one or more radios. These States form a continuous



RADIO HOMES IN THE UNITED STATES, 1940

Estimated by NAB Research Dept. from 1940 U. S. Census of Housing data. Number of occupied dwelling units and percent radio-equipped as reported by U. S. Census, and number of dwellings having radio estimated from census data by projecting percent ownership to the number of units not answering the radio question, applied separately to Urban, Rural-Nonfarm and Rural-Farm units for each county.

	ALL UNITS			URBAN UNITS			RURAL-NONFARM UNITS			RURAL-FARM UNITS		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
NEW ENGLAND												
Maine	218,968	86.5	189,300	88,406	93.2	82,384	90,186	84.0	75,756	40,376	77.2	31,160
New Hampshire	132,936	90.0	119,664	75,355	93.3	70,288	41,550	86.9	36,087	16,031	82.9	13,289
Vermont	92,435	88.6	81,905	32,465	95.5	31,022	35,164	87.6	30,806	24,806	80.9	20,077
Rhode Island	187,706	95.7	179,652	171,236	96.1	164,515	13,860	92.6	12,835	2,610	88.2	2,302
Massachusetts	1,120,694	96.2	1,077,642	1,002,433	96.6	968,046	94,541	93.5	88,406	23,720	89.3	21,190
Connecticut	448,682	95.7	429,260	304,364	96.4	293,316	120,205	95.3	114,605	24,113	88.5	21,339
MIDDLE ATLANTIC												
New York	3,662,113	95.5	3,498,737*	3,055,529	96.7	2,953,877*	423,279	92.4	391,207*	183,305	83.8	153,653
New Jersey	1,100,260	95.5	1,050,612	899,637	96.2	865,508	167,675	93.2	156,229	32,948	87.6	28,875
Pennsylvania	2,515,524	92.4	2,323,918*	1,711,133	95.5	1,634,404*	595,341	88.7	527,940*	209,050	77.3	161,574
EAST NORTH CENTRAL												
Ohio	1,897,796	91.7	1,739,953*	1,291,248	95.1	1,227,352*	338,164	88.0	297,474*	268,384	80.2	215,127
Indiana	961,498	88.2	848,325	541,073	93.5	505,704	208,010	85.6	177,944	212,415	77.5	164,677
Illinois	2,192,724	92.3	2,024,233*	1,633,017	95.3	1,555,836*	310,446	86.3	267,874*	249,261	80.4	200,523
Michigan	1,396,014	93.4	1,304,149	924,913	96.4	891,661	252,211	90.9	229,348	218,890	83.7	183,140
Wisconsin	827,207	91.7	758,449	463,231	96.5	446,813	161,089	88.9	143,154	202,887	83.0	168,482
WEST NORTH CENTRAL												
Minnesota	728,359	91.2	664,296	383,336	95.8	367,149	135,689	87.4	118,641	209,334	85.3	178,506
Iowa	701,824	90.2	633,168	312,393	93.7	292,724	161,077	87.6	141,059	228,354	87.3	199,385
Missouri	1,068,642	79.9	853,299	573,347	90.8	520,489	204,507	76.8	156,926	290,788	60.5	175,884
North Dakota	152,043	88.4	134,437	34,069	94.6	32,245	47,024	85.7	40,295	70,950	87.2	61,897
South Dakota	165,428	84.6	139,854	43,558	92.5	40,291	49,548	81.8	40,495	72,322	81.7	59,068
Nebraska	360,744	84.7	305,681	146,259	92.7	135,628	89,390	82.9	74,068	125,095	76.7	95,985
Kansas	511,109	83.0	424,457	224,314	90.4	202,770	128,059	82.4	105,543	158,736	73.2	116,144
SOUTH ATLANTIC												
Delaware	70,541	87.0	61,380	37,070	92.3	34,215	21,830	86.5	18,890	11,641	71.1	8,275
Maryland	465,683	88.1	410,164	286,505	93.4	267,652	124,112	84.4	104,655	55,066	68.7	37,857
District of Columbia	173,445	93.7	162,446	173,445	93.7	162,446						
Virginia	627,532	67.1	421,078	244,105	84.0	205,124	174,219	67.6	117,801	209,208	46.9	98,153
West Virginia	444,815	75.1	334,239	140,556	89.7	126,098	192,771	75.4	145,265	111,488	56.4	62,876
North Carolina	789,659	61.8	487,353	239,917	77.7	186,386	217,703	67.6	147,035	332,039	46.4	153,932
South Carolina	434,968	49.6	215,636	123,503	67.1	82,831	126,119	60.0	75,509	185,346	30.9	57,296
Georgia	752,241	52.5	394,755	288,818	68.2	196,864	170,595	57.6	98,273	292,828	34.0	99,618
Florida	519,887	64.8	336,803	294,410	76.1	224,020	152,395	55.1	83,994	73,082	39.4	28,789
EAST SOUTH CENTRAL												
Kentucky	698,538	65.3	456,633	238,283	84.0	200,161	179,890	65.7	118,144	280,365	49.3	138,328
Tennessee	714,894	62.5	446,943	276,056	77.7	214,362	152,197	65.1	99,046	286,641	46.6	133,535
Alabama	673,815	49.4	332,776	227,309	69.7	158,305	157,226	54.5	85,651	289,280	30.8	88,820
Mississippi	534,956	39.9	213,312	120,360	61.5	74,048	95,920	50.9	48,834	318,676	28.4	90,430
WEST SOUTH CENTRAL												
Arkansas	495,825	50.9	252,148	123,528	72.4	89,442	111,636	53.7	59,891	260,661	39.5	102,815
Louisiana	592,528	53.3	315,261	262,927	72.6	190,789	136,615	52.5	71,689	192,986	27.3	52,783
Oklahoma	610,481	68.8	420,182	254,779	83.5	212,531	139,605	64.6	90,161	216,097	54.4	117,490
Texas	1,678,396	66.9	1,122,042	802,601	78.6	630,911	359,745	65.7	236,144	516,050	49.4	254,987
MOUNTAIN												
Montana	159,963	86.2	137,900	64,148	91.3	58,536	49,737	84.4	41,998	46,078	81.1	37,366
Idaho	141,727	86.4	122,471	50,774	91.3	46,353	41,235	84.1	34,689	49,718	83.3	41,429
Wyoming	69,374	84.4	58,531	27,332	91.5	25,003	22,842	83.2	19,011	19,200	75.7	14,517
Colorado	316,000	84.5	267,295	174,759	91.5	159,932	77,956	78.1	60,877	63,285	73.5	46,486
New Mexico	129,475	53.2	69,053	46,713	72.5	33,951	43,097	47.6	20,554	39,665	36.7	14,548
Arizona	131,133	69.0	90,394	48,924	82.4	40,328	55,813	69.3	38,646	26,396	43.3	11,420
Utah	139,487	92.4	128,923	81,758	95.0	77,679	37,115	90.2	33,465	20,614	86.3	17,779
Nevada	33,291	81.4	27,119	13,284	89.2	11,859	15,795	77.4	12,227	4,212	72.0	3,033
PACIFIC												
Washington	537,337	90.6	486,684	302,208	92.7	280,136	141,673	89.2	126,339	93,456	85.8	80,209
Oregon	337,492	88.7	299,226	172,560	93.1	160,599	92,667	86.1	79,811	72,265	81.4	58,816
California	2,138,343	92.9	1,987,416*	1,568,552	95.1	1,491,056*	393,950	88.5	348,498*	175,841	84.1	147,862
UNITED STATES	34,854,532	82.8	28,839,154	20,596,500	91.9	18,923,639	7,151,473	79.0	5,643,789	7,106,559	60.2	4,271,726

* Preliminary estimates calculated from U. S. Census advance release, "Home Radios: 1940", Series H-13, No. 1, which presents urban, rural-nonfarm, rural-farm, and total figures for each State. NAB will issue final estimates when the U. S. Census Bureau releases State figures by counties.

band reaching from the North Atlantic Coast, along the Canadian border and down the Pacific Coast.

Upward Trend

The radio question included in the 1940 census, as in 1930, has produced the only official figures on radio homes available to the broadcast industry in complete detail, although annual estimates have been made in the past and some efforts have been made to break down State totals to show urban and rural figures.

Up to now, in only two instances have efforts been made to produce figures by counties, both having been made by the Joint Committee on Radio Research, comprising representatives of the Assn. of National Advertisers, the American Assn. of Advertising Agencies and the NAB. The first of these was dated Jan. 1, 1936 and the second Jan. 1, 1938. Both were conducted under the supervision of Mr. Peter, then secretary of the Joint Committee.

The new census figure of 28,839,154 falls in good alignment with the trend established by the Joint Committee's estimates. Actually, the Joint Committee's figure for Jan. 1, 1936 was 22,869,000; for Jan. 1, 1938, it was 26,666,500. Since then the dealers' trade journal *Radio Retailing & Radio Today* has estimated that as of Jan. 1, 1942 the number of radio homes in the United States was 30,300,000.

Because of the enormous cost involved in preparing county estimates, it is doubtful whether any new projections of the now official 1940 figures will be undertaken on behalf of the industry within the next three years. Absence of such estimates will necessitate the use of the 1940 figures for several years, in the opinion of the NAB research committee which consists of Roger Clipp, WFIL, Philadelphia, chairman; C. Grover Delaney, WTHT, Hartford; Ed Evans, BLUE Network; John McCormack, KWKH, Shreveport; Barry T. Rumple, NBC; Dr. Frank N. Stanton, CBS.

The newly released census figures are based on answers to the radio question for 33,894,369 dwelling units of the total of 34,854,532 occupied units. There were 960,163 occupied dwelling units which did not answer the radio question. Based on the experience obtained when the radio question was asked, 82.8% of those not answering the radio question would indicate that almost 800,000 additional radio homes should properly be added.

The NAB Research Committee has approved the method of projecting total radio ownership figures which has been applied by the NAB Research Department. According to Mr. Peter, the method has been checked with members of the staff of the Census Bureau and it is apparent that the figures thus produced are reliable within acceptable limits. The method employed is simple. The percent ownership is applied to the count of those dwellings for which the radio question was not answered, and the result added to those reporting radio ownership. The effectiveness of the method results in its application to the lowest subdivision of the data released. The method is applied separately to urban, rural-nonfarm and rural-farm within each county.

Release of Figures

The Jan. 1, 1938 estimate of the Joint Committee on Radio Research has been widely used through the industry since it was released. This estimate of radio ownership by county was based on two surveys, one among rural population em-

ducted by the Joint Committee, and the other a survey among urban population made available to the Committee by CBS. The effort of the Joint Committee actually involved two estimates. It was necessary to have a base on which radio ownership percentages could be applied. Therefore, the figure of the number of homes (or families) had to be calculated.

The comparison of State totals of homes, percent ownership and number of radio homes as presented in the 1930 census, the Joint Committee Jan. 1, 1938 estimate and the 1940 census, with NAB projected radio home totals, appears in the table on this page.

"The radio industry," Mr. Peter stated, "is indebted to the Census Bureau for the work it has done in issuing advance releases of radio figures. The normal schedule of the census releases of radio data called for the inclusion of such information in the Second Series Housing Reports. These reports present general characteristics of housing in 28 tables of diversified information concerning dwelling units. The arduous task of putting out these second series bulletins would have made complete radio ownership data unavailable until sometime in 1943.

"J. C. Capt, director of the Census; Vergil D. Reed, assistant director of the Census and president of the American Marketing Assn.; Dr. Leon E. Truesdell, chief statistician for population; and Howard G. Brunsman, chief of housing statistics, were all most receptive to the pleas of the industry for early release of the information. Their cooperation resulted in the establishment of the H-7 Series, containing advance data on home radios. This service to the broadcasting industry renders the most basic of market data available to the radio industry at this early date.

"The need for 1940 census information on radio ownership has been apparent to NAB for some years through the many letters received from radio stations asking such information. The value of these data has increased at this time, since NAB is currently working on a recommendation on methods for calculating and presenting station coverage. The counts of homes and radio homes are fundamental in a market interpretation of station coverage."

SUMMARY OF GROWTH OF RADIO FAMILIES

By States and Geographic Areas

State and Area	APRIL, 1930			JANUARY 1, 1938			APRIL, 1940		
	Total Families	% Radio	Radio Families	Total Families	% Radio	Radio Families	Total Families	% Radio	Radio Families
NEW ENGLAND									
Connecticut	388,645	54.7	212,779	437,000	92.0	402,100	448,682	95.7	429,260
Maine	197,826	39.2	77,618	221,000	91.0	201,100	218,968	86.5	189,300
Massachusetts	1,021,160	57.6	588,552	1,104,000	92.3	1,019,200	1,120,694	96.2	1,077,642
New Hampshire	119,337	44.4	53,022	136,000	91.5	124,400	132,936	90.0	119,664
Rhode Island	165,343	57.1	94,480	169,000	92.0	155,500	187,706	95.7	179,652
Vermont	89,188	44.6	39,783	99,000	89.5	88,600	92,435	88.6	81,905
Total	1,981,499	53.8	1,066,234	2,166,000	91.9	1,990,900	2,201,421	94.4	2,077,423
MIDDLE ATLANTIC									
New Jersey	985,636	63.4	624,865	1,098,000	93.1	1,022,500	1,100,260	95.5	1,050,612
New York	3,153,124	57.9	1,825,723	3,372,000	92.9	3,132,300	3,662,113	95.5	3,498,737
Pennsylvania	2,235,620	48.1	1,075,127	2,452,000	90.0	2,206,400	2,515,524	92.4	2,323,918
Total	6,374,380	55.3	3,525,715	6,922,000	91.9	6,361,200	7,277,897	94.4	6,873,267
EAST NORTH CENTRAL									
Illinois	1,929,396	55.6	1,072,995	2,063,000	90.0	1,857,100	2,192,724	92.3	2,024,233
Indiana	843,066	41.6	351,090	934,000	87.5	816,800	961,498	88.2	848,325
Michigan	1,180,554	50.6	597,629	1,220,000	92.0	1,122,200	1,396,014	93.4	1,304,149
Ohio	1,697,918	47.7	809,142	1,777,000	92.4	1,641,500	1,897,796	91.7	1,739,953
Wisconsin	711,889	51.0	363,265	735,000	83.4	612,700	827,207	91.7	758,449
Total	6,362,823	50.2	3,194,121	6,729,000	89.9	6,050,300	7,275,239	91.7	6,675,157
WEST NORTH CENTRAL									
Iowa	635,704	48.5	308,448	680,000	85.0	577,800	701,824	90.2	633,168
Kansas	487,188	38.9	189,398	501,000	73.4	367,800	511,109	83.0	424,457
Minnesota	606,496	47.3	286,886	652,000	85.4	556,900	728,359	91.2	664,296
Missouri	939,476	37.4	351,298	1,072,000	76.8	822,800	1,068,642	79.9	853,299
Nebraska	342,999	47.9	164,159	352,000	80.7	284,100	360,744	84.7	305,681
North Dakota	145,005	40.9	59,246	156,000	76.7	119,600	152,043	88.4	134,437
South Dakota	161,013	44.2	71,245	167,000	79.6	132,900	165,428	84.6	139,854
Total	3,317,881	43.1	1,430,680	3,580,000	79.9	2,861,900	3,688,149	85.6	3,155,192
SOUTH ATLANTIC									
Delaware	59,092	45.9	27,114	67,000	86.1	57,600	70,541	87.0	61,380
District of Columbia	125,554	53.9	67,640	168,000	91.0	152,900	173,445	93.7	162,446
Florida	376,499	15.4	58,128	443,000	67.2	297,900	519,887	64.8	336,803
Georgia	652,793	9.9	64,543	716,000	51.7	370,800	752,241	52.5	394,755
Maryland	385,179	42.9	165,149	410,000	86.6	355,100	465,683	88.1	410,164
North Carolina	644,033	11.2	72,059	736,000	55.5	408,600	789,659	61.8	487,353
South Carolina	365,680	7.6	27,889	407,000	50.9	207,300	434,968	49.6	215,636
Virginia	529,089	18.2	96,307	613,000	65.3	400,200	627,532	67.1	421,078
West Virginia	373,941	23.3	87,042	417,000	83.5	348,300	444,815	75.1	334,239
Total	3,511,860	19.0	665,871	3,977,000	65.3	2,598,700	4,278,771	66.0	2,823,854
EAST SOUTH CENTRAL									
Alabama	591,625	9.5	56,235	670,000	56.0	375,200	673,815	49.4	332,776
Kentucky	609,405	18.3	111,217	708,000	69.9	494,900	698,538	65.3	456,633
Mississippi	471,704	5.4	25,357	494,000	41.9	207,000	534,956	39.9	213,312
Tennessee	600,625	14.3	85,962	689,000	66.7	459,900	714,894	62.5	446,943
Total	2,273,359	12.3	278,771	2,561,000	60.0	1,537,000	2,622,203	55.3	1,449,664
WEST SOUTH CENTRAL									
Arkansas	438,639	9.1	40,096	501,000	50.8	254,800	495,825	50.9	252,148
Louisiana	485,363	11.2	54,135	510,000	58.3	297,400	592,528	53.3	315,261
Oklahoma	564,164	21.6	121,702	619,000	73.4	454,300	610,481	68.8	420,182
Texas	1,380,096	18.6	256,804	1,516,000	68.2	1,033,500	1,678,396	66.9	1,122,042
Total	2,868,262	16.5	472,737	3,146,000	64.8	2,040,000	3,377,230	62.5	2,109,633
MOUNTAIN									
Arizona	105,992	18.1	19,167	104,000	76.5	79,600	131,133	69.0	90,394
Colorado	267,324	37.8	100,959	288,000	81.0	233,500	316,000	84.5	267,295
Idaho	108,044	30.3	32,772	124,000	79.6	98,700	141,727	86.4	122,471
Montana	136,210	31.9	43,442	142,000	80.7	114,600	159,963	86.2	137,900
New Mexico	98,546	11.5	11,348	102,000	61.1	62,300	129,475	53.2	69,053
Nevada	25,469	30.6	7,795	30,000	95.0	28,500	33,291	81.4	27,119
Utah	115,936	41.1	47,632	123,000	90.2	111,000	139,487	92.4	128,923
Wyoming	56,887	34.1	19,372	62,000	80.3	49,800	69,374	84.4	58,531
Total	914,408	30.9	282,487	975,000	79.8	778,000	1,120,450	80.5	901,686
PACIFIC									
California	1,610,030	52.0	836,705	1,818,000	94.5	1,719,800	2,138,343	92.9	1,987,416
Oregon	266,328	43.5	115,948	299,000	95.5	285,400	337,492	88.7	299,226
Washington	423,833	42.3	179,493	468,000	94.7	443,300	537,337	90.6	486,684
Total	2,300,191	49.2	1,132,146	2,585,000	94.7	2,448,500	3,013,172	92.0	2,773,326
TOTAL UNITED STATES	29,904,663	40.3	12,048,762	32,641,000	81.7	26,666,500	34,854,532	82.8	28,839,154

IN THE TABLES ABOVE, three sets of radio figures are presented for comparison. In the first column, the U. S. Census of 1930 figures of total families, percent of radio ownership and radio families are given. In the second column, the Joint Committee on Radio Research estimates of Jan. 1, 1938 are presented in the same detail. The third set of figures is the U. S. Census of 1940 total occupied dwelling units, labelled here for convenience as total families, percent radio ownership and the NAB projection of radio families. Comparison of the 1940 figures with those of 1930 reflect the tremendous growth of radio ownership in the U. S. in the ten-year period.

Comparison of the Joint Committee estimate with the 1940 census data tests the accuracy of the Joint Committee estimate. It must be borne in mind that the Joint Committee of necessity estimated both total families and the percent of radio ownership. The figure of radio families was thus produced. In presenting the 1938 estimate, the Joint Committee recognized that accuracy could be hoped for only for large areas. It believed that the figure for the United States was accurate within a very small percentage of error. It realized that the State totals would have a large percentage of error and that greatest error would be found in individual county figures. Comparison with the 1940 census data discloses that that situation exists.

The total for the United States is amazingly close in view of the number of sets sold since Jan. 1, 1938. The previous industry estimate of 28,700,000 radio families at Jan. 1, 1940 agrees closely with the census figure of 28,839,154.

The difference between percentage findings and actual figure findings is accounted for by deviation in the estimate of total families by State.

Kerr Glass Extends

KERR GLASS MFG. Corp., Los Angeles (Mason jars), in an eight-week campaign which starts Aug. 10, will use thrice weekly participation in *Breakfast at Sardi's* on 13 BLUE Pacific Coast stations, Monday, Wednesday, Friday, 9:30-10 a.m. (PWT). With expiration of current contracts, firm has extended its five-weekly spot announcement campaign four and five weeks, on seven stations nationally. List includes KFNF WLS WJR WCCO WHAM WCHS WSAZ. Agency is Raymond R. Morgan Co., Hollywood.

Copper Expedited By WPB's Ruling

Improved Prospects Foreseen In Materials for Industry

PROSPECTS for improved supply of raw materials necessary to the broadcast industry received another boost July 28 when the War Production Board granted radio and communications a higher copper priority rating to enable them to obtain a sufficient supply to care for operating, construction, maintenance and repair purposes.

This latest ruling, which amends P-129, improves the copper priority rating of the broadcast industry as well as that of the communications field. As a result, the previous rating of A-3 now becomes A-1 J.

An earlier order, M-9, restricted deliveries of copper to A-1-K or higher and the new order enables radio to obtain materials in conformity with that order.

Brighter Outlook

Through this amendment, broadcasters need not file PD 1A applications any longer for each piece of equipment which requires no higher than an A-1 J rating. Since a goodly proportion of broadcasting equipment is affected by this order it is likely to be of considerable aid, especially in the matter of replacement. However, informed sources indicate there is a possibility of an even more far-reaching copper order. WPB sources have refused to confirm or deny this report.

Coupling the copper order with the recent order allowing broadcasters to obtain sufficient quartz crystals to care for maintenance and replacement, the outlook is bright for maintenance of existing operations insofar as raw materials go. In addition, WPB officials are genuinely satisfied with industry cooperation in the matter of conservation. The willingness of the industry to reduce itself to essential and economic operation is credited in part for the success of radio and communications in obtaining needed priority ratings and critical materials.

Another industry advisory committee, concerned with radio receiving tubes is scheduled to meet in Washington Aug. 5. One of its biggest tasks will be the problem of standardization of tube types. In general, it will study the needs of the industry, sources of supply and likelihood of continued supply for both military and civilian purposes, methods of substitution in manufacture, reclamation and conservation [BROADCASTING, July 6, 13, 20, 27].

In addition, the BWC is compiling returns of its all-inclusive tube survey [BROADCASTING, July 13], and the results will likely be announced some time this week. Stations have been submitting complete data of tubes on hand, in use, life expectancy and comparable pertinent data.

AFTER YOU, UNCLE SAM!

Your copy of BROADCASTING is mailed in time to arrive on schedule every week. If it is a little late in coming, please remember that our armed forces have first call on all transportation facilities.

ELMER DAVIS TO PETRILLO

LETTER sent July 28 by Elmer Davis, director, Office of War Information, to James C. Petrillo, president of the American Federation of Musicians, follows in full text:

On Dec. 27, 1941, you wrote an open letter to the President and the People of the United States. In that letter you said:

Each and every member of the Federation and its officers pledge themselves on this occasion to do everything possible to aid in the fight for freedom . . . to fight with every weapon at their command.

In this fight we realize that morale plays a most important part. And in the building of morale the Federation and its members can and will do its share. For music has always been and is today one of the finest media for maintaining high public morale and the business, the profession, the very life work of the Federation and its members is music.

To this new slogan, this new theme for the new year, then, the Federation dedicates itself: MUSIC FOR MORALE.

Despite this public and published pledge you sent a communication on June 25, 1942, to all companies engaged in the making of phonograph records, electrical transcriptions, and other forms of mechanical recording of music advising them as follows:

From and after Aug. 1, 1942, the members of the American Federation of Musicians will not play or contract for recordings, transcriptions, or other forms of mechanical reproductions of music.

I am informed that if you enforce this edict three direct consequences will be the elimination of new electrical transcriptions for the use of radio stations, the elimination of new popular records for so-called "juke boxes," and the elimination of new popular and classical records for home consumption. I am further informed that this move in all probability will lead to court fights, possi[ble] strikes, and definitely curtailed m[usi]cal service to the public in th[e] critical months ahead — month[s] which may well decide the fate [of] this country's war effort.

Since several hundred small, in[de]dependent stations which are n[ow] operating wholeheartedly with th[e] Government in the war effort d[o] pend for their major sustinence o[n] electrical transcriptions, your o[r]der may well force them out [of] business and thus seriously inte[r]fere with the communication [of] war information and messag[es] vital to the public security.

Since, as you say yourself, "mu[si]c is today one of the finest medi[a] for maintaining high publi[c] morale," the elimination of record[s] for home use, for use in restau[-]rants, canteens and soda parlo[rs] where members of the armed forc[es] go for recreation, and for use i[n] factories where war workers use juke boxes for organized relaxa[-]tion, can scarcely fail to have a negative effect on morale.

Therefore, on behalf of the peo[-]ple of the United States and on be[-]half of the War Dept., the Navy Dept., the Marine Corps, the Coast Guard, the Treasury Dept., the Office of Civilian Defense, and the Office of War Information, I sincerely urge that you consider it your patriotic duty to stand by your pledge of Dec. 27, 1941, and withdraw your ultimatum of June 25, 1942.

Press Harshly Critical of Petrillo Ban

Music Czar Lambasted In Editorials and Columns

A STORM of public resentment from all corners of the nation against the Petrillo ban on recording was reflected in bitter editorial comment denouncing the czar of the American Federation of Musicians.

Petrillo's career from his early days in Chicago to his present nationwide activities was raked thoroughly by editorial writers and commentators. The feeling seemed to be that this time the mighty man of music had gone too far and the press was almost unanimous in urging Government officials to act quickly.

A Higher Law

"Is it possible there is a higher law even than Mr. Petrillo's slightest word?" asked the *New York Herald-Tribune* in its July 26 issue. "The Government thinks there might be, and has had the temerity to move against him from two different directions." The *Herald-Tribune* went on:

"To force the employment of a 'stand-in' orchestra, which must be paid even though it is not used, is, according to the explicit declaration of the Supreme Court, quite all right according to the law.

"Even for 'union' hoodlums to lie in wait for trucks crossing a State line, force their way onto them by beating the drivers, and force the payment of 'wages' to them though they do not offer to render any services, is, according to the Supreme Court, certainly not in violation of the Federal Anti-Racketeering Act.

"As long as a spineless Congress permits this disgraceful state of the law we will have not only Petrillos but union leaders who do far more harm than the Petrillos. Indignation at the edicts of Mr. Petrillo, unaccompanied by any suggestion or move to change the state of law which permits him and others successfully to issue such edicts, is either hypocritical or hopelessly stupid."

The same paper in an editorial July 30 questioned action of Elmer Davis in injecting himself into the music crisis, suggesting he might have left the Government end of the fight to the FCC and Justice Dept. It found "humiliation" in the fact that "a high Government official should find it necessary to appeal to his (Petrillo's) patriotism."

Even the Courts

The *Washington Post* took the position that Petrillo had gone too far in his action. "Well, just as we said, our little tyrant of music, Mr. Jimmy Petrillo, has at last invoked against himself what in the good old days (when we thought such things mattered) we used to call a storm of public indignation," said the *Post*.

"Doubtless Mr. Petrillo, who is, after all, not without experience in these affairs, believes that all one need do about a storm is to let it go ahead and exhaust itself. Some newspapers, evidently, think so, too, and that despite any amount of thunder and lightning Jimmy will go on getting his own sweet way about everything until and unless Congress chooses to act. The Greeks, however, had still another of their well-known words for this kind of monkey business. They would have said that Jimmy was just begging for it, and would have given him up long ago as a doomed man."

"The venerable Walter Damrosch, the best known and most beloved personality in American music, has written to Vice-President Wallace (whom he evidently considers almost as important and influential as Mr. Petrillo himself) to lend his prestige and power to this fight 'to end dictatorship and one-man rule' both at home and abroad.

"Finally, there are other labor leaders who have been shaken out of their usual administrative and jurisdictional preoccupations by the tempest and are, quite properly, beginning to take fright. For it is

(*Continued on page 52*)

Federal Suit Filed as Petrillo Stands Pat

AFM President Goes Ahead With Strike; Justice Dept. Asks Injunction

UNFAIR trade practices were formally charged by the Dept. of Justice against the American Federation of Musicians as James C. Petrillo, union head, stood pat on his announced strike against recording for phonograph records used commercially as well as transcriptions for broadcasting.

The Justice Dept. late Friday mailed to Chicago its bill of complaint asking a temporary injunction to restrain Petrillo and the AFM from enforcing the Aug. 1 ban against recording.

The bill was to be filed Saturday or Monday with the U. S. District Court for the Northern District of Illinois, Eastern Division.

Covered in the injunction request are the bans against records and transcriptions, the pulling of network band remotes, the Interlochen action of the AFM and the whole "made work" program.

Signing the bill of complaint were Attorney General Biddle; Assistant Attorney General Thurman Arnold; Holmes Baldridge, chief of the Anti-Trust Division's litigation section; Victor O. Waters, special assistant to the Attorney General.

At a 7 p.m. press conference last Friday Mr. Petrillo distributed copies of a letter notifying Elmer Davis, director of the Office of War Information, that "I cannot grant your request to cancel the notice that the AFM members will not play for transcriptions or records."

The letter states however, that electrical transcriptions for the armed services or otherwise to be used in connection with the national war effort would be permitted and Mr. Petrillo said that recording companies would be allowed to make records upon application to the union if they would guarantee these discs were to be for home use only.

Pointed against Petrillo were steps involving three Federal agencies:

First, the Justice Dept. had prepared its bill of complaint to be filed perhaps Saturday or Monday, in Federal court in Chicago.

Second, Elmer Davis, director of the Office of War Information, had appealed to Petrillo's patriotism, reminding him of a "music-for-morale" pledge he had made last December [see text of letter on page 12]. This Petrillo denied.

Third, the FCC apparently was convinced that it had adequate power to investigate Petrillo and his union, though no formal announcement of an investigation had come as the weekend arrived.

Pointing out that the AFM has given permission for its name orchestras to play gratis for the armed forces for Bond Sale campaigns, for recorded programs to be sent to Latin America by the Office of the Coordinator of Inter-American Affairs, and for other patriotic activities, Mr. Petrillo specifically informed Mr. Davis that the union's ban on recordings "does not apply to the armed forces of the nation or for the President of the United States.

"AFM musicians will continue to cooperate with the different governmental departments as heretofore with respect to free music." The letter states that World Broadcasting System was recently given permission to make transcriptions for a period of 26 weeks for General Motors employes working in defense industries.

Mr. Petrillo stated that, "electrical transcriptions for radio use intended—once only—are not detrimental to the AFM if destroyed after such use." But he continued that members of the union "will not play for the making of records for juke boxes." He continued, "I can tell by your letter that you have been absolutely misinformed throughout. You say that the AFM action will stop popular and classical records for home consumption. This is not so."

Questioned on this point, Mr. Petrillo said that recording companies may be allowed to use AFM members by applying to the unon's international executive board which would grant such permission if the recording companies guarantee that the records be made for home use only.

When it was pointed out that no legal means had been found by which either the recording companies or the performing artists can control or restrict the sale and use of recordings, the union leader shrugged his shoulders and said that was up to the recording companies and "if they can't find a legal way we just won't make any more records."

Resentful

Apparently resentful because the recording industry has made no effort to contact the union since the prohibition of recordings was announced some weeks ago, Mr. Petrillo said, "We can't get any place without somebody coming in to talk things over and no one has tried to see us yet. If the Government hadn't stepped in at the beginning the recording companies would have been in already," he added bitterly.

Declaring that he was tired out and was going home to get some rest, Mr. Petrillo refused to answer questions about the details of the union edict, but after his departure union executives said that delayed broadcasts of network programs by transcription would still be permitted under former regulations, that is that the station carrying the program by transcription be a network affiliate unable to take it at the time of the network broadcast and that the rebroadcast be made within a week of the original. It is understood this also applies to recordings of network programs made for short-waving to troops abroad.

NAB President Miller replied to Petrillo later Friday evening after the AFM head had declared that the strike would go on that midnight (see page 57).

Broadcasters and recording company executives in New York declined to talk for quotation on a Petrillo letter to Chairman Fly. Off the record, however, they questioned the complete accuracy of his statistics and especially of the implied meaning of these data. While it may be true that 90% of the members of some AFM locals are unemployed as musicians, they pointed out, it is just as true that

(*Continued on page 54*)

Petrillo States His Position in Letter to Chairman Fly . . .

POSITION of James C. Petrillo, president of the American Federation of Musicians, on the recording ban affecting commercial users, was explained in a letter to Chairman Fly of the FCC, under July 30 date. Full text of his letter follows:

In answer to your inquiry of July 22 as to our objection to the broadcast of the National High School Orchestra at Interlochen, Mich., and also in answer to many press releases reportedly coming from you in the matter of canned music, I will give you the entire picture.

It's Commercial

First of all, the AFM welcomes a fair and impartial investigation of any of its past actions and whatever actions it may take in the future.

It has been stated in the press that I personally am the "czar" and that these actions are charged to me personally. This is not so. The AFM has a convention every year, and *this has taken place consecutively for the past 47 years.* The Federation action on canned music was taken by its convention in 1941 at Seattle, Wash., by unanimous vote of 518 delegates, representing locals of the United States and Canada. It was referred to our International Executive Board to be put into effect, and the subsequent acts were directed by that Executive Board. I did only what the convention and the Executive Board directed.

There are thousands, not hundreds, of school bands and orchestras, and these school bands and orchestras in 90% of the cases receive instruction from members of the AFM. In Interlochen the conductors are also members of the AFM. The fact that the Interlochen band was on the air for some 12 years shows plainly that we were not opposed to these boys and girls being on the air. However, Interlochen is not in as good a position as other school bands and orchestras, because Interlochen is a commercial proposition while in public schools throughout the country the children receive their tuition free. That is not the case at Interlochen where these children pay $275 for a period of eight weeks, plus additional fees for private lessons and other items.

The fees paid by some of the pupils exceed $400 per season of eight weeks. This, in my opinion, puts the school squarely on a commercial basis. Radio advertisers pay the musicians and all other participants a commercial price for advertising their commodities, and the same rule should apply to this school.

That is not the sole reason for the Federation's protest; it is also necessary for the self-protection of the professional musician. Since the outbreak of the War, Army and Navy bands are on the air any number of times each day. This of course you can easily understand has taken up much music time on the air, so much so that the American Federation of Musicians was beginning to wonder whether there was going to be any work left for the professional musician.

Unemployment

It is easy to understand that the more free music the radio stations receive, the less need for the professional. That was the primary reason for opposing the broadcasting of the concerts from Interlochen. It will be a sorry day for the professional musicians if two-thirds of the air time is taken up by non-professionals.

You must remember that this already is an over burdened profession. In some of our locals unemployment reaches 60%; in some 75%; and in other locals as high as 90%. If this continues, there will be no incentive for our children to become professional musicians, because after having studied for many years they will find themselves in a starving profession. These same children in Interlochen may become professionals ten years from now, when they and their families will resent other children taking away their bread and butter, under the guise of educational purposes.

The originating programs emanate from New York, Chicago and Los Angeles. Each of these three locals has closed shop conditions with the broadcasting networks, in spite of which the AFM in many cases has not objected to school bands and orchestras going over the air occassionally.

Many of the school boys and girls studying music, and many of them at Interlochen, are sons and daughters of members of the AFM, and if the fathers of these children are not able to make a living, then the children could not get an education because there would be no money to pay for same.

Incentive Needed

It has been said that if they do not go over the air there would be no incentive to study music. What incentive did the good old time musicians have when they studied music in years gone by when there was no radio? In my opinion, that is not a good argument. I understand that these children in Interlochen rehearse all week for one program, but again I say, the broadcast is intended to commercialize the Interlochen Camp.

Let us see what the AFM has done

(*Continued on page 62*)

FCC Files Briefs Opposing Network Monopoly Actions

Mullen Issues Supplemental Statement on NBC Stand

IN ANSWER to the network monopoly case instituted by NBC and CBS Oct. 30, 1941, and now pending before the U. S. District Court for the Southern District of New York, the FCC, through its General Counsel Telford Taylor, and Samuel Brodsky, special assistant to the Attorney General, last Friday filed briefs for the court's consideration when proceedings are resumed Oct 8.

Jurisdiction Decided

Question of jurisdiction of the case had been decided June 1 when the Supreme Court reversed the decision of the special three-man court which had held itself without jurisdiction to review the Commission's projected regulations [BROADCASTING, June 8]. Following the highest tribunal's decision, principals in the case sought to expedite it and asked a hearing before the three-man court on June 30 on the preliminary question of the FCC's motion for summary judgment. However, the court by a 2-to-1 vote decided to put the proceedings over until Oct. 8 when the court reconvenes.

In its brief, which bears the signatures of Charles R. Denny, Harry M. Plotkin, Seymour Krieger, Daniel W. Meyer and Max Goldman, all of the FCC legal staff, in addition to Messrs. Brodsky and Taylor, the FCC drew heavily upon past litigation involving radio stations and made constant references to the Communications Act and Congressional comment preceding the Act's inception in denying that the Commission's eight network regulations were capricious or arbitrary, as alleged by the networks.

Summarizing, the Commission contended that the Communications Act authorizes the FCC to adopt the regulations in question; the principles of licensee responsibility, maximum use of facilities, preservation of competition and prevention of concentrated control establish the FCC's right to enforce the regulations; and findings by the Commission establish that certain chain broadcasting practices are contrary to the public interest.

On the question of the regulations being arbitrary or capricious the FCC asked, as previously, that the court should determine the question upon the motions and the Commission's administrative record without taking testimony. CBS and NBC, however, are seeking a hearing *de novo*, which would entail the taking of testimony.

In anticipation of the FCC's brief, Frank E. Mullen, NBC vice-president and general manager, presented a supplemental statement to his opinions on network licenses given before the House Interstate & Foreign Commerce Committee May 5 during hearings on the Sanders Bill (HR-5497) to amend the Communications Act. Attacking the network regulations, he declared they would impinge upon free speech; the rule on option time "will create a monopoly" and the "rich station will get richer and the poor station will get poorer"; and the non-exclusive option rule will make the "strong station dizzy-headed with its choice of network commercial programs".

In answer to charges of the FCC that networks dominated affiliates, Mr. Mullen pointed out that not one licensee appeared before the House Committee to support the charges. Mr. Mullen then asked for suspension of the rules for the duration.

Network reply briefs are to be filed Aug. 31.

Complete Allocation Control For Shellac Exempts Seedlac

ALTHOUGH shellac for use by phonograph record makers was placed under complete allocation control as a result of an amendment to Order M106 issued July 31 by the War Production Board, seedlac was excluded from this restriction. Until now, disc makers have been operating under the order which reduced their supply to 30 percent of the amount they formerly used [BROADCASTING, April 20].

Under the amendment, record manufacturers no longer will be able to obtain any specific amounts of shellac; instead they must apply to WPB for any shipments on Form PD-167. Although this appears again to decrease phonograph record production, WPB officials would not confirm this since they pointed out that the exclusion of seedlac, a cheap grade of shellac, from allocation control offered one big source of supply.

Extenders Used

Furthermore, they maintain the industry has been economizing on use of shellac to a greater degree than ever before. Manufacturers have also been employing extenders [BROADCASTING, July 20], which permit wider use of less shellac without impairing quality of the recording to any marked degree.

Drastic control of pure shellac may mean some reduction, the WPB admitted, but claimed it was impossible to venture a production of the extent. In general, WPB minimized the importance of the allocation control in view of the availability of seedlac. In addition, it pointed out that success of record salvage will also be an important factor in finally determining the actual reduction, if any, in production.

The original order issued in April, reduced the supply of shellac to 30% of the 1941 figure. This order defined shellac as lac of all grades including seedlac but did not include lac which has been bleached, cut or incorporated into protective or technical coating. The basic difference, as it affects record makers is the exemption of seedlac and the allocation control of all other grades of shellac.

Under the amendment, civilian use of shellac for other than records is practically halted except for such special uses as munitions coatings, navigational, aeronautical and scientific instruments, among others. The order also provides that "all exceptions and special authorizations granted on appeals prior to June 24, 1942, are revoked. Those granted since that date continue in effect."

Despite some claims of a substitute for shellac, WPB officials denied a knowledge of such, if any exists. They maintain that the phonograph record industry has not reported any satisfactory substitute although considerable research is under way.

Bragdon Joins NBC

EVERETT L. BRAGDON, radio editor of the *New York Sun* for the past 19 years, on Aug 3 joins NBC as trade news editor in the press department, succeeding Leif Eid, who has been transferred to Washington as chief of the WRC-NBC news staff [BROADCASTING, July 27]. Mr. Bragdon is an authoritative writer on technical wireless, broadcasting and television, and has reported on popular aspects of broadcasting in the *Sun*, as well as contributed articles to publications, many under the pseudonym of "K. W. Strong."

Bob Allen Gets Post

ROBERT S. ALLEN, half of the BLUE *Merry-Go-Round* team who recently was commissioned a major in the Army, has been appointed assistant public relations officer of the Third Army, it was announced in San Antonio last week.

COMELY GOLF CHAMP is Wilma Lee, star of *Lyrics By Lee* over KLO, Ogden, Utah, and the Intermountain Network, happily holding the trophy emblematic of the Ogden City Golf Championship. Although a newcomer to the game, she is already shooting in the low 80's. She was formerly associated with Southern and Midwestern stations.

Trammell Recites NBC's NAB Stand

Voices Concern Over Lack of Unity in Industry Group

EXPRESSING concern over "the lack of unity" existing in the NAB, Niles Trammell, NBC president, has addressed a letter to Neville Miller, NAB president, stating the position of his company in applying for network membership in the NAB.

Mr. Trammell asserts that his statement at the Cleveland convention—that NBC sees no need for this type of membership; that NBC is opposed to mandatory representation on the NAB board; that the network regards its dues for such membership as excessive—remains unchanged.

Text of Letter

The text of his letter follows:

I am transmitting to you with this letter a signed application for network membership for the National Broadcasting Company in the National Association of Broadcasters.

At the recent convention of the association in Cleveland I stated the position of our company relative to network membership as being, first, that we saw no particular need for this type of membership; second, that we were opposed to mandatory placement of a network representative of our company on the board of directors of the association; and third, that we considered the dues for such membership to be unduly excessive.

I wish to state that our views relative to the foregoing are unchanged.

The Cleveland convention, however, through its democratic processes voted against the position I took and in applying for membership now I am doing so because I feel it advisable to abide by the decision of the association.

As I have stated many times it is our sincere wish to do everything in our power to contribute to harmony in the ranks of the broadcasters. We are subordinating our own views to those evidenced by the large majority of NAB members and are accepting their desire that we become network members with the hope that we can thus make a contribution to industry peace and cooperation.

I still feel very strongly that the network companies, and NBC in particular, are paying too high a proportion of the total dues which support the NAB. I trust that this situation can be rectified. I also think it would be more desirable to have network membership on the board of directors only if such representative is elected by the association through normal procedures.

I would be less than frank if I did not acquaint you with my concern over the lack of unity existing in the association today. I feel that immediate steps should be taken to create, develop and maintain a strong, cohesive association in the broadcasting industry, to adequately gather together and represent all of the group interests. The present differences in the ranks of the broadcasters, with many voices speaking in Washington for them, has led to confusion and ineffectiveness for the entire industry, and this situation demands prompt correction. It is our desire to cooperate fully to achieve industry objectives.

TITLE of Conti Products' Sunday news periods on MBS by Walter Compton, newscaster, is *Background for News*. Bermingham, Castleman and Pierce, New York, handles the account, a soap and shampoo concern.

"NO, THE EYES ARE WHAT I NOTICE!"

● Much as Iowa people may disagree on *some* subjects, there is one matter on which the entire State is in almost complete agreement. By actual personal interviews covering nearly 10,000 homes, the 1942 Iowa Radio Audience Survey shows that Station WHO is "listened-to-most" by 55.7% of all daytime listeners in the State, whereas the next-most-popular station gets only 8.1%.

Many Important Disclosures

But the 1942 Iowa Radio Audience Survey is by no means confined to an analysis of station preferences. Within its two covers any advertising, sales or management man will find the answers to questions he has been asking for years. For instance, an analysis showing what percentage of Iowa listeners write to radio stations—by age-groups, by sexes, and by educational and economic backgrounds. And also an analysis showing *why* they write, and in what volume.

This one study, alone, would fully justify the time and effort involved in making the 1942 Survey—would entirely justify your time in reading it. . . . But even this important point is only one of many. . . .

Write for your copy today. Ten to one you'll say it is the most enlightening and valuable radio study you have ever encountered. No cost, and no obligation. Address:

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS
B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives

Senators Critical of Commentators

Object to Unfavorable Statements About Congress

PENT-UP RESENTMENT of certain members of Congress against radio as well as newspaper commentators led to a four-hour debate in the Senate last Monday during which Senators roundly denounced both radio commentators and newspaper columnists who have criticized Congressional functions in the war effort.

The discussion was highlighted by a suggestion by Senator Lucas (D-Ill.) that Elmer Davis, former CBS news analyst, who is now head of the Office of War Information, go on the air once or twice weekly to aid, as he put it, "the best interests of radio and communications services."

The cue for the Senatorial outburst was provided by a recent broadcast of Raymond Gram Swing over MBS and an article by T. H. Thomas, military historian, in the July 26 *Washington Star*. Both the radio commentator and the newspaper writer were sharply critical of their own colleagues' observations on Congressional activities, and they were extensively quoted by Senator O'Mahoney (D-Wyo.), who instigated and led the Senate discussion.

Unlikely to Do Routine

That it is unlikely Mr. Davis will go on the air on regular routine for the Government, was the consensus in Washington following the debate. For one thing, it was observed that public opinion would probably oppose discussion of public affairs by a Government employe, which would be construed as strictly propagandistic. For another, Mr. Davis might be regarded as a competitor of independent commentators, and there is at present no disposition on the part of the Washington authorities to curb either freedom of speech or freedom of the press so long as the war effort is not impeded.

Moreover, Mr. Davis would find himself in the position of "competing," in view of his great popularity as a news analyst, with other important Government spokesmen who speak more or less regularly over the air, possibly even with the President himself.

Yet it was learned by BROADCASTING that there are plans to have Mr. Davis go on the air now and then on special shows designed to further the war effort.

When Senator Lucas made the suggestion that Mr. Davis return to the air, he declared it was "most unfortunate" that Mr. Davis has been off the radio since his OWI appointment and suggested that he be allowed to broadcast for one or two 15-minute periods weekly. He said, "If Mr. Davis will take to the air twice a week with the facts which he has before him and give to the American people the same honest type of broadcast which he gave before he was appointed to his new position, not allowing his Governmental position to interfere with an honest analysis of what he sees before him, because of the confidence which the people have in him, in my opinion, he can do more good toward national unity than any other single commentator."

Washington radio commentators' reactions to the Senate attack against them and their newspaper colleagues was that the criticism was largely unjustifiable and based on insufficient knowledge of the facts. They took the position that the discussion did more to further disunity in the war effort than could be done through newscasts, even though some might be erroneous.

Commentator's Reply

Fulton Lewis jr., MBS, called the Senatorial attack "a blanket indictment on the basis of the actions of a few." Ernest K. Lindley, who is both a BLUE commentator and newspaper columnist, took issue with the remarks that commentators' observations were undermining democracy. He declared that "cause" was being confused with the "effect." Eric Severeid, CBS Washington news bureau chief and newscaster, said he did not feel the attack was directed at those who are "not trying to make decisions but doing a good job of reporting."

Senator Lucas had suggested that Mr. Davis be given power to call upon radio stations for transcripts of commentators' broadcasts under Section 303 of the Communications Act, which gives the FCC authority to make general rules on stations' records of programs. The suggestion was made that Mr. Davis, along with the Commission, be allowed to call in commentators and sponsors for discussions on programs.

Senator O'Mahoney, in swinging into the attack against radio and newspaper correspondents, called attention to Raymond Gram Swing's criticism of fellow commentators. "If we are not constantly reminding ourselves that we really know very little, we will fall into the habit of reaching firm conclusions just as though we knew a great deal," the Senator quoted from Mr. Swing's broadcast, "and more and more we are filling our minds with meaningless words.

"If we were to look into the records of radio commentators' incomes and study the increased compensation which they are receiving for their castigation of the Government of the United States, we might reach some interesting conclusions," the Senator said. He then declared that some commentators' incomes had trebled and quadrupled "because night after night they indulge themselves in the dissemination of what Raymond Gram Swing called meaningless words." He concluded that commentators were "armchair strategists."

Chandler's Indignation

Upton Close, West Coast commentator, one of the few specifically named in the Senate discussion was criticized by Senator Chandler (D-Ky.) for an alleged broadcast attacking the Senator for a reported request from the Senate for funds for a trip to Alaska to survey Army outposts. Senator Chandler retorted that he had made no request for such funds and declared it was a "pity that

(*Continued on page 51*)

FIRST IN THE WEST to be given such assignments, these three specially trained young women (l to r) Ruth Maxwell, Harriet Ginn and Barbara McGee, recently were added to the CBS Hollywood news bureau as editors. Handling AP teletype and direct wire reports for complete network newscasts, uniformed trio are currently working from a specially installed news room in the window of Bullock's Inc., Los Angeles store.

Timney Retracts Army Accusation

But War Department Indicates Investigation May Go On

AN APOLOGY in which he admitted that he was "100% wrong", was made by Cal Tinney in his July 24 broadcast after his accusation over the air July 17 that Army officers received profits of Army post exchanges and spent the money on parties.

The MBS commentator, heard for the Bayuk Cigars, Philadelphia (Phillies Cigars), declared he had received a great number of letters from enlisted men declaring him to be entirely erroneous in his opinion that their officers were benefiting from their post exchange purchases. Tinney complimented the officers in having their men "100% behind them".

Meanwhile the War Department indicated that, despite Tinney's apologies, both on the air and in the offices of Maj. Gen. Alexander D. Surles, Army director of public relations, further investigation of the commentator would be made. Tinney had appeared before Gen. Surles accompanied by Neal D. Ivey, president of Ivey & Ellington, agency handling the Phillies account, and Fred Weber, MBS general manager [BROADCASTING, July 27]. The War Department did not indicate what form "further investigation" of Tinney would take. Previous indications from the War Department were that Tinney might face prosecution for his broadcast.

Blue's July Spot Sales Far Above 1941 Figure

INCOME from national spot sales on BLUE m & o stations during July are far ahead of last year for the same period, according to Murray B. Grabhorn, national spot sales manager of the BLUE. Spot sales income for WJZ, New York, is up 65%; for WENR, Chicago, 91%, and for KGO, San Francisco, up 90% over July 1941, not including purely local business. For both WJZ and WENR, national spot income is the largest for July in the history of both stations.

Mr. Grabhorn also reported that advertisers are planning fall campaigns earlier than ever this year, with P. W. Minor & Sons, Batavia, N. Y., for example, already announcing it will return to WJZ in the fall for a second 20-week campaign for Treadeasy shoes. Agency is Stewart, Hanford & Castle, Rochester.

FBMS Name Changed

ANXIOUS to be more precise, the FCC last week changed the name of its Foreign Broadcast Monitoring Service to the Foreign Broadcast Intelligence Service. The change was made, according to the FCC, since the former name did not describe the unit's activities accurately. In addition to monitoring foreign broadcasts they also are engaged in editorial analysis of such material and preparing the material for its intelligence value.

What the Reader's Digest left out...

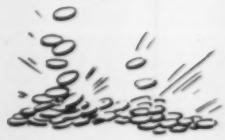
131,000 WHN listeners

bought

262,000 packs of Old Golds

, smoked

5,240,000 cigarettes, ///
and even sent in

$32,750 in quarters besides 
just to get a copy of Red Barber's Baseball Record Booklet.

Man, that's getting direct dollars-and-cents results! That's the kind of selling you want your advertising to do now when every dollar must do the work of two. America's most powerful independent station—plus America's biggest buying market is the combination that pays off. Be sure that WHN is at the top of your station list for Fall.

WHN

50,000 WATTS • 1050 CLEAR CHANNEL

CHICAGO OFFICE: 360 NORTH MICHIGAN AVENUE

AMERICA'S MOST POWERFUL INDEPENDENT STATION

Talent Fee Resume Projected by NAB

Association's Position to Be Reviewed, Asserts Miller

FOLLOWING decision of the NAB to undertake a nationwide survey of the talent fee situation in broadcasting [BROADCASTING, July 27], Joseph L. Miller, NAB Labor Relations Director, stated the association would soon file a bulletin advising members of the situation and position of the NAB. Mr. Miller conferred last Wednesday with C. T. Lucy, general manager of WRVA, Richmond, chairman of the NAB Wage & Hour Committee.

Action of the NAB followed an opinion of the Wage & Hour Division, Labor Department, that announcers coming under codes and contracts of the American Federation of Radio Artists, were entitled to special talent fees when requested for specific programs and the fees should be considered as regular compensation in computation of overtime rates.

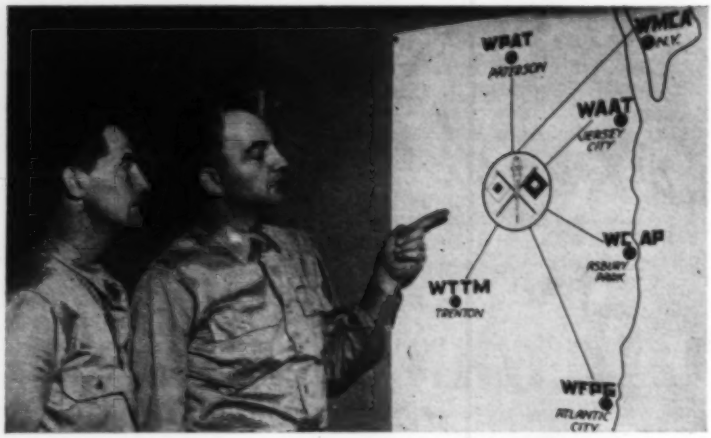
Not General Rule

Meanwhile in New York, new home of the Wage & Hour Division since it was moved from Washington recently, Charles H. Livengood Jr., chief of the section, further outlined opinion of his office on the announcers' talent fee situation.

Explaining that the opinions released by his department are based on specific situations and are not to be taken as general rules, regardless of the facts, Mr. Livengood said that if an announcer receives $60 a week from a station as salary and in addition gets $10 for announcing a commercial program during his regular hours of employment, then in calculating overtime payments his base pay would be figured as $70 a week.

But, he added, if the extra payment were made directly to the announcer by the advertiser, so that the announcer for that program would be an employe of the advertiser and not of the station, or if the commercial program were broadcast in times outside of the announcer's regular hours and the compensation set with that factor taken into consideration, then the extra earnings should not be added to the regular salary for the purpose of computing overtime payments. "It is a question of the facts of the case," Mr. Livengood stated.

Executives of the AFRA said their standard contract with stations provides for overtime to be calculated on the basis of staff salary only, one-fortieth of the weekly wage constituting the hourly rate and one and one-half times that the hourly overtime rate. If the announcer is paid a special commercial fee for announcing a program outside of his regular work day, that fee is paid in lieu of overtime. It was stated that the recently raised overtime issue was not brought about by AFRA, which has no disputes with stations concerning overtime.



VARYING FROM USUAL soldier-variety and quiz broadcasts in that it promotes such war efforts as the sale of war bonds, the Army Emergency Relief or Soldier Mail, is *Fort Monmouth Reports*, weekly transcribed series presented on six New York and New Jersey stations. With cast entirely of Army personnel, the series is recorded in the Post Public Address Station, and produced by the public relations office at Fort Monmouth, N. J. Lt. S. M. Allen (right), assistant public relations officer and former MBS announcer-producer, announces the programs, while Sgt. Tom De Huff, formerly with NBC promotion, writes the scripts.

Mills, Assuming Post at SPA, Seeks Rights for Songwriters

Guild Shop, Worldwide Organization Are Among Plans of Former ASCAP Directing Head

E. CLAUDE MILLS, who retired from the chairmanship of ASCAP's administrative committee July 1, has been appointed general manager of the Songwriters' Protective Assn., a newly-created post. Appointment was announced by Sigmund Romberg, SPA president, last Tuesday evening at a dinner meeting of the organization at the Hotel Park Central in New York.

Session was addressed by representatives of Congress, the Office of War Information and the nation's armed services, who stressed the importance of the songwriters' contribution to national morale.

New Revenue Sources

In announcing the Mills appointment, Mr. Romberg briefly reviewed the accomplishments of SPA during its first 10 years, citing particularly the standard contract and improvements in working conditions. He continued:

"The time has come for the next great step forward. When Mills recently resigned from ASCAP, I regarded it as an exceptional opportunity to persuade him to put his unusual talents at our service. For a quarter of a century he has been the premier tactician and strategist, first for the publishers and later for the publishers and writers jointly, in numberless campaigns for the betterment of the art and industry of music.

"His reputation as an organizer, negotiator, copyright authority and business executive is international. He is known to be a fair and just man. Publishers, no less than writers, have been the recipients of millions of dollars in royalties from sources which were non-productive of revenue until Mills showed us how to get the money."

In his speech of acceptance, Mr. Mills stated that the open meeting was not the place for a discussion of plans, but that he would go into them at the next SPA meeting, scheduled for Aug. 11. He did state however that in their dealings with music publishers "we songwriters will accept in the future no less than is our fair due and will demand no more than is coming to us."

"A lot of the rules are going to change," he stated. "The old order, the control-and-compel policy of capital, will inevitably yield to a new rule of fairer and more generous rewards to the actual producers and creators of the world's products, both material and intellectual. I propose that the songwriters, as one very important segment of the producing and creating class, shall under the new order come into their own.

Plans for Guild Shop

"Improvement in contractual relationships between writers and publishers, certain amendments of the Copyright Law, establishing a close affiliation with other protective groups of creative workers, organizing the songwriters into a world-wide group, establishing the United States after this war as the new center of world culture in music are just a few of the objectives toward which I hope the SPA can successfully lead the American songwriters in the near future."

SPA plans to establish a Guild shop, in which Mr. Mills will presumably play an active part, w... not discussed at the meeting. ... salary arrangement with SPA ... not been disclosed, but it is und... stood it will be a nominal sum ... the first year, during which he ... receiving his regular ASCA... salary of $35,000, a severance ... rangement voted by the ASCA... board at the time of his reti... ment [BROADCASTING, July 13].

Keynote of the meeting w... struck by a telegram of greeti... from President Roosevelt, whi... stressed the nation's need for "... sustaining power of song as an ... spiration to our fighting forces a... to strengthen the hearts and ho... and aspirations of those who rem... on at home."

Lewis Asks for Marches

A plea to the songwriters ... "give the Army music that it c... sing as it marches" and to "g... our people at home music whi... will strengthen their spirits a... keep firm their determination ... was made by William B. Lew... chief of the Radio Bureau, OW... in an address which made such a... impression that Mr. Romberg su... he would have it mimeographed a... sent to all SPA members.

Capt. Charles E. Clapp Jr., t... Army Air Force, stressed the ne... for music which will inspire th... man on the assembly line to do hi... job better, so that the fighting ... forces can do their jobs better. L... Com. Charles B. Cranford, USN ... asked for songs that will make th... men realize what they are fighting ... for and so more anxious to get th... war won and to come back to a... under the apple tree and other ... peacetime joys.

Congressmen Sol Bloom of New ... York and Charles Kramer of Cali... fornia spoke of the need for better ... copyright protection for the writers ... and composers and intimated that ... new copyright legislation is al... ready being planned to accom... plish that purpose.

Action on Sanders Bi... In Near Future Unlikely

FURTHER ACTION on the San... ers Bill (HR-5497) to amend the ... Communications Act of 1934 can ... not be expected before the middle ... of September, Chairman Lea (D-... Cal.) of the House Interstate ... & Foreign Commerce Committee ... considering the bill, told BROAD... CASTING last week. Vacation-taking ... by Congress in lieu of adjournment ... as well as war exigencies and poli... tical elections this fall would pre... vent any continuous action on the ... bill.

Chairman Lea stated a subcom... mittee, which he previously told ... BROADCASTING (July 6) would be ... appointed to consider a redraft of ... the bill, would not be formed until ... September. Committee hearings on ... the bill were completed July 2 high... lighted by the testimony of FCC ... Chairman James Lawrence Fly.

C. G. GOING, news editor and an... nouncer for General Electric's short-... wave stations WGEA and WGEO, ... Schenectady, is the author of an article ... on Lowell Thomas, BLUE commenta... tor, in the current issue of Gulfs...

XUM

We're On The Air...

"WASTE-FREE"!

Quietly, without fan-fare, comes a *new* radio network... young... energetic... powerful... servicing America's *richest* market, the populous Eastern Seaboard from Washington to Boston... a market impossible to reach, until now, without a top-heavy advertising appropriation.

Here live 6,500,000 *radio* families who spend over $10,000,000,000 each year—one-fourth of the nation's buying power—to make this the most concentrated area in the country.

This is the market that the Atlantic Coast Network delivers "waste-free"... without the low concentration areas that usually go with network radio... *all at the cost of a major New York City outlet.*

It's the *only* "waste-free" network in radio!

IN PREPARATION—complete coverage brochures of the Atlantic Coast Network. Write us immediately so that we may reserve your copy.

BASIC NETWORK

Here, linked by Class "A" lines throughout, are the ten stations of the Atlantic Coast Network:

	WATTS		WATTS
WNEW—New York	10,000	WELI—New Haven (Day)	1,000
WPEN—Philadelphia	5,000	(Night)	500
WFBR—Baltimore	5,000	WCOP—Boston	500
WNBC—Hartford	5,000	WWDC—Washington	250
WFCI—Pawtucket, Providence	1,000	(100 watt booster)	

SUPPLEMENTARY NETWORK

WBOC—Salisbury, Md.	250	WJEJ—Hagerstown, Md.	250

*ATLANTIC COAST NETWORK * INC.*

501 MADISON AVENUE • NEW YORK CITY

Group Ownership in Canada Opposed

New General Manager Also Recommended By Probe Group

SUBSTITUTION of a new general manager for Maj. Gladstone Murray of the Canadian Broadcasting Corp., the elimination of group-owned private radio stations, and the discontinuance of private station outlets of U. S. networks were recommended in a sensational report of the Parliamentary Committee on Radio Broadcasting tabled July 25 at Ottawa.

The committee recommended that the CBC board of governors consider whether the services of Murray "could be used by the corporation in another capacity than that of general manager or executive head of the corporation," since the board of governors had lost confidence "in his ability in financial matters and his attitude to his own expenses." The report, Chairman Dr. J. J. McCann stated, was not unanimous.

Groups Opposed

The committee expressed strong opposition to control of groups of private stations by one individual or interest and recommended that "except in most unusual circumstances" no person should hold more than one license. It had received evidence, the committee reported, which showed that at present eight stations are owned or controlled by one interest and six by another. (This refers to stations of the Taylor-Pearson & Carson group in Western Canada and the Northern Broadcasting & Publishing group in Northern Ontario and Northern Quebec.) To prevent "dangerous concentrations of broadcasting stations in private hands," the committee recommended changes in this practice.

These recommendations were:

1. Neither the ownership nor shares evidencing ownership of a station shall be transferred without the authority of the minister.
2. A station shall be owned and operated by the holder of the license.
3. Except in the most unusual circumstances no one shall hold more than one license;
4. The responsible minister and the corporation shall have the power to obtain all information necessary to carry out these provisions and to ensure that private stations are operated for the benefit of the nation and of the communities in which they are located;
5. If necessary the revenue, profits and expenditures of privately-owned broadcasting stations should be ascertained in order to see whether the license fees payable by them to the government are adequate and if the public services rendered by them is commensurate with the direct and indirect profits and advantages enjoyed by them from the right to use a broadcasting channel.

The committee found that private stations are performing a useful function and are making a valuable contribution to the war effort through the contribution of free time. Good relations were found to exist between the private stations and the CBC.

Wartime Function

"But the financial position of privately-owned broadcasting stations has improved substantially during the last few years and the corporation should consider if the private stations are increasing their service to the public correspondingly," the report continued. "Your committee recommends that the corporation endeavor to work out in co-operation with the private stations means to increase the services of private stations to the national cause as well as their local communities in providing and distributing programs and developing and making use of local talent."

Other recommendations included:

Planned programs to counteract enemy propaganda;

Co-ordination of government broadcasts;

Closer relationship between French and English-language broadcasts;

Extension of a previously declared policy of providing national coverage, if necessary, by acquiring private stations;

Organization of regional honorary advisory committees;

Introduction of a pension scheme for CBC employees;

Allotment of a larger percentage of license revenues to programs;

Application of the election broadcast policy to provincial elections;

Consideration whether private station outlets for U. S. chains should be continued.

Provision of alternate programs wherever possible to provide a choice for the radio audience.

Annual review of radio affairs by a parliamentary committee.

Merit Awards

JOHN BALLARD, general manager of KGNC, Amarillo, Tex., is now giving merit awards, on behalf of the station, to men and women of all ages who have performed some act or service of an outstanding nature. One award has already gone to Lieut. Jimmy Daley of Amarillo, now serving in the RAF and recently decorated by the British Government. Another has gone to Laura V. Hamner, Texas, author of several books.

The committee's report reviewed changes in the CBC set-up effected by the board of governors since 1939. Up to November of that year, it said, Mr. Murray as general manager was responsible for CBC administration, subject to the direction of the board of governors.

Then, on Nov. 26, 1939, the board passed a resolution transferring to financial, engineering and commercial matters, and all operations primary responsibility with regard to Quebec province, to Dr. Augustin Frigon, assistant general manager.

Executive Committee

"This division of responsibility was apparently considered to be not enough," the committee said. March 24, 1941, the board made a series of amendments, which "further limited the general manager's powers in three very important ways."

They provided for appointment of an executive committee to manage the affairs of CBC, control its finances, supervise operations generally, and define the functions, duties and responsibilities of officers and employes.

"By the wording of this by-law the board appeared to give to the executive committee the powers of management previously exercised by the general manager," the report said.

The second limitation provided that the assistant general manager was to have charge of technical or commercial operations and "be responsible for the internal management of the affairs of the corporation."

The third change provided for appointment of a controller of finance.

"These changes were rendered necessary on account of lack of confidence of the board of governors in Major Murray's ability in financial matters," the radio committee reported.

The office of general manager should be filled by "one fitted to discharge all the duties of the chief executive officer of the corporation," the committee suggested.

"He should be, preferably, a Canadian of character and integrity to receive the confidence of the public and the loyal support of his staff," the tabled report said. "He should have organizing ability and administrative and executive experience although not necessarily in the field of business."

Mr. Murray has been general manager of the Canadian Broadcasting Corp. since it came into being Nov. 2, 1936.

EIGHT CANDLES on the birthday cake marked an anniversary for *Your Neighbor Program*, sponsored by Wieboldt Stores, Chicago (department store chain), on WMAQ, Chicago, six mornings weekly. Participating in the birthday cake festivities on the program following a special breakfast were (l to r) Harry C. Kopf, vice-president of NBC-Chicago; Melvin Brorby, vice-president of Needham, Louis & Brorby, Chicago, agency handling the account; June Marlowe, m.c. of the program; Warner Wieboldt, chairman of the board of the company; Paul McCluer, sales manager of NBC-Chicago; William Wieboldt, manager of the Oak Park branch of the stores; William White, company sales manager.

CANADIAN OUTLETS CLASSED AS VITAL

CANADIAN broadcasting stations are now listed under the National War Services Regulations "as a servicing activity deemed to be essential to the successful prosecution of the war," states a communication from J. T. Thorson, Minister of National War Services, Ottawa, to Glen Bannerman, president and general manager of the Canadian Assn. of Broadcasters. Under the broadcasting listing stations receive the same classification as newspapers.

"While the ruling of the Minister does not make deferment or postponement (of station employes) automatic," Bannerman explained in a letter of July 27 to CAB stations, "it does place the industry before the (National War Service) Boards as essential to the successful prosecution of the war. This should help to alleviate a situation which is becoming desperate for a number of the private stations.

The Minister's ruling does not mean automatic postponement for the persons engaged in broadcasting, but each case will be dealt with by one of the 13 regional boards on its merits and in the light of the facts surrounding the application for postponement. This includes the supply of labor available and the importance of the particular applicant's occupation to the national economy.

Colgate's Big Show

COLGATE-PALMOLIVE-PEET Co., Jersey City, on Oct. 3 will start a half-hour variety program on NBC featuring Al Jolson, Hildegarde, Eve Arden, Harry Einstein (Parkyakarkus), and Ray Block's orchestra. The program, to be produced by Carlo De Angelo, will be heard Saturday evenings at 9:30-10 p.m., originating in New York. Product and number of stations have not yet been announced. Sherman & Marquette, Chicago, is agency.

Twenty-Two in '42

On August 20, WWJ will be 22 years old, once again leading American broadcasting stations to the celebration of an additional birthday.

Anniversaries are usually hilarious occasions. In former years WWJ has commemorated the passing of its annual milestones with gala programs, festive parties and much to-do.

But in this war year of 1942 everyone at WWJ is much too busy with procuring manpower for the armed forces, selling war bonds, developing civilian defense, and all the other manifold ramifications of the war effort, to even think of celebrations. And, to whatever degree possible, the station still carries on with commercial broadcasting.

In a business as young as broadcasting, 22 is a venerable age. But age and youth alike are generating greater speed and productivity than ever before in Detroit, the Arsenal of Democracy. And WWJ, now turning into its 23d year of existence is envisioning broader horizons, more usefulness, bigger and better broadcasting than at any time in its history.

WWJ

National Representatives

George P. Hollingbery Company

New York -:- Chicago -:- Atlanta

San Francisco -:- Los Angeles

Associate Station W45D—FM

Owned and Operated by The Detroit News

Local Station a Community Necessity

Vital Role of Broadcaster Shown in Study Conducted by Journalism School

By CHARLES L. ALLEN
Assistant Dean and Director of Research
Medill School of Journalism,
Northwestern University

THE LOCAL radio station has attained an indispensable place in the social structure of the American community. It is regarded as an essential institution, comparable in usefulness and importance with the schools, the churches, and the press. Among men and women of the cities and the farms served by the small radio station, its services to the community and its intense devotion to all socially significant enterprises have made it of supreme value to its listeners.

These facts, and a host of others, are apparent from the results of a research study in radio listenership just completed by the Medill School of Journalism of Northwestern University. The study began almost a year ago with an analysis of the available statistical data about radio station WAIM, Anderson, S. C., a 250-watt CBS outlet owned by Wilton E. Hall, who is also publisher of two daily newspapers, the *Anderson Independent* and *Daily Mail*.

Anderson is a typical Southern city of about 35,000 population (including the textile manufacturing area). It is situated in the geographic center of Anderson County (population 88,712) which has an almost even balance of agriculture and industry. Recently published figures show an annual textile payroll of slightly more than $14,000,000 and the value of manufactured goods exceeding $45,000,000 yearly, while the 6,430 farms, each averaging 63.9 acres in size, yield $10,000,000 in marketable products each year.

Interview Technique

Last January a field crew of 20 persons working under the direction of Fay Day, graduate student at Medill, and supervised in Anderson by this writer, interviewed personally about 900 housewives, farmers, businessmen, professional men, and skilled and unskilled workers in the primary area of WAIM. The interview data were recorded on a questionnaire—check card classified for purposes of later tabulation. During the last six months these data have been assembled, tabulated and interpreted in the laboratories of the Medill School of Journalism. Recently a 24-page booklet was published containing some of the primary findings of the study, and these may be obtained from the Anderson station.

Information received by interview was checked by coincidental telephone calls, and by call-backs during the week of field operations. In several instances the accuracy of the field workers was tested by submitting the marked questionnaire-check chart to the interviewee several days later. Irregular answers and defective charts were rejected. In short, every reasonable precaution was taken to secure a scientifically correct sampling of public opinion regarding WAIM.

A listenership potentiality of more than 90% was found to exist in the primary listening area of WAIM. Previous estimates had set the number of radio sets in Anderson county homes at from 40% to 80%; yet the house-to-house survey showed that 91.4% of the homes visited had one or more radio sets—leaving only 8.6% without at least one receiver. In short, nine out of ten homes in the primary listening area of this station are potential listeners.

Several Sets

Furthermore, the potentiality of listenership is materially increased by the fact that most homes in the Anderson area are equipped with more than one radio set. We found that in the city of Anderson the average home had 1¾ radios, an average that was almost sustained for the entire listening area. The number of sets was somewhat smaller in the rural areas than in town.

In the last analysis, the effectiveness of a radio station is its ability to keep the dials of its area consistently tuned to that station. WAIM succeeds remarkably well, for in the city of Anderson the average radio listener is tuned to WAIM for about three hours of every day. On Sundays the average for the city listener jumps to 3.17 hours.

A corresponding increase in listening time is recorded on Sundays for the suburban and rural listeners, who give the station somewhat less of their time on weekdays than their city cousins do. Nevertheless, the average listening time for the entire area, on weekdays, is 2.56 hours, and on Sundays 2.81 hours. This increase in listenership on Sundays undoubtedly is significant.

WARTIME EFFECT at KSAL, Salina, Kan., is the presence of Pauline Barnes in the control room as a transmitter engineer. Miss Barnes was trained at the NYA Radio School, Topeka, and formerly worked at KAZZ, Kansas State Highway Commission shortwave transmitter. She replaced Charlie Pinckham, now in the Army.

Since the ability of a radio station to deliver an advertiser's message depends upon the number of persons who hear the program, the potential listenership must also be measured by the number of persons in the average listening family. For WAIM this figure was found to be four persons. That is to say, in the average home that WAIM reaches there are four persons who listen to radio.

Every listener interviewed was asked to rank the five stations he or she considered most important. In this test of value to listeners WAIM scored high — getting 70.19% of the women vote. Its nearest competitor polled 8.65% In the "all-city" (men and women) ranking of stations it was much the same story, with WAIM capturing a cumulative total vote of 92.47%. Rural listeners gave 94.24%.

It requires a certain degree of courage to ask potential listeners "What radio station do you like best?" and yet that is exactly what we did in our attempt to test the acceptance of WAIM among its people. They replied overwelmingly in favor of the local station. In fact, 53.39% of them said they liked this station better than any other, and the next most popular station drew only 10.58% of the votes. Among Anderson women the percentage went up in favor of WAIM, for 56.7% of the women liked the local station best.

WAIM is also the favorite CBS outlet of listeners in the entire Anderson area. This fact was established by analyzing all the replies to the question stated above, and extracting the answers of those *persons only who gave a CBS outlet as their favorite* station. If WAIM's score in this tabulation were set as 100%, the nearest station to it in popularity would have a comparable score of only 15.8%.

Listeners in the Anderson area do not get their chief programs from some of the national radio stations. The survey to find the ten most popular programs shows these results: Among the women, 6 of the 10 most popular programs are heard exclusively in the Anderson area over WAIM; and among the men, 5 of the 10 most popular programs are exclusive with the local station. Football broadcasts rank high among all listeners.

WAIM has studios at Anderson College and Clemson College, and carries all Clemson games, wherever played, as a regular feature, in addition to all high school games and other local events in the field of sports. It is the only South Carolina station carrying the Clemson College Extension Service broadcasts, a program of tremendous importance to farmers of the area. A full half-hour of popular music is provided daily for the 2,200 Clemson cadets and amplified through loud speakers in the mess hall during lunch hour. This and similar local programs are very popular.

News Leads All

Of peculiar significance is the fact that news—news of all kinds from all stations—led the list of most popular programs with all listeners of the area. Furthermore, among the 10 top programs is one labeled *News—WAIM* which includes the reports of those listeners who specified that news heard over the local stations was highly interesting to them. There is no doubt that many of those who did not specify WAIM as their news-giving station may have been regular listeners to news programs on WAIM. The Anderson station broadcasts news frequently from its 24-hour news wire in addition to the CBS world coverage.

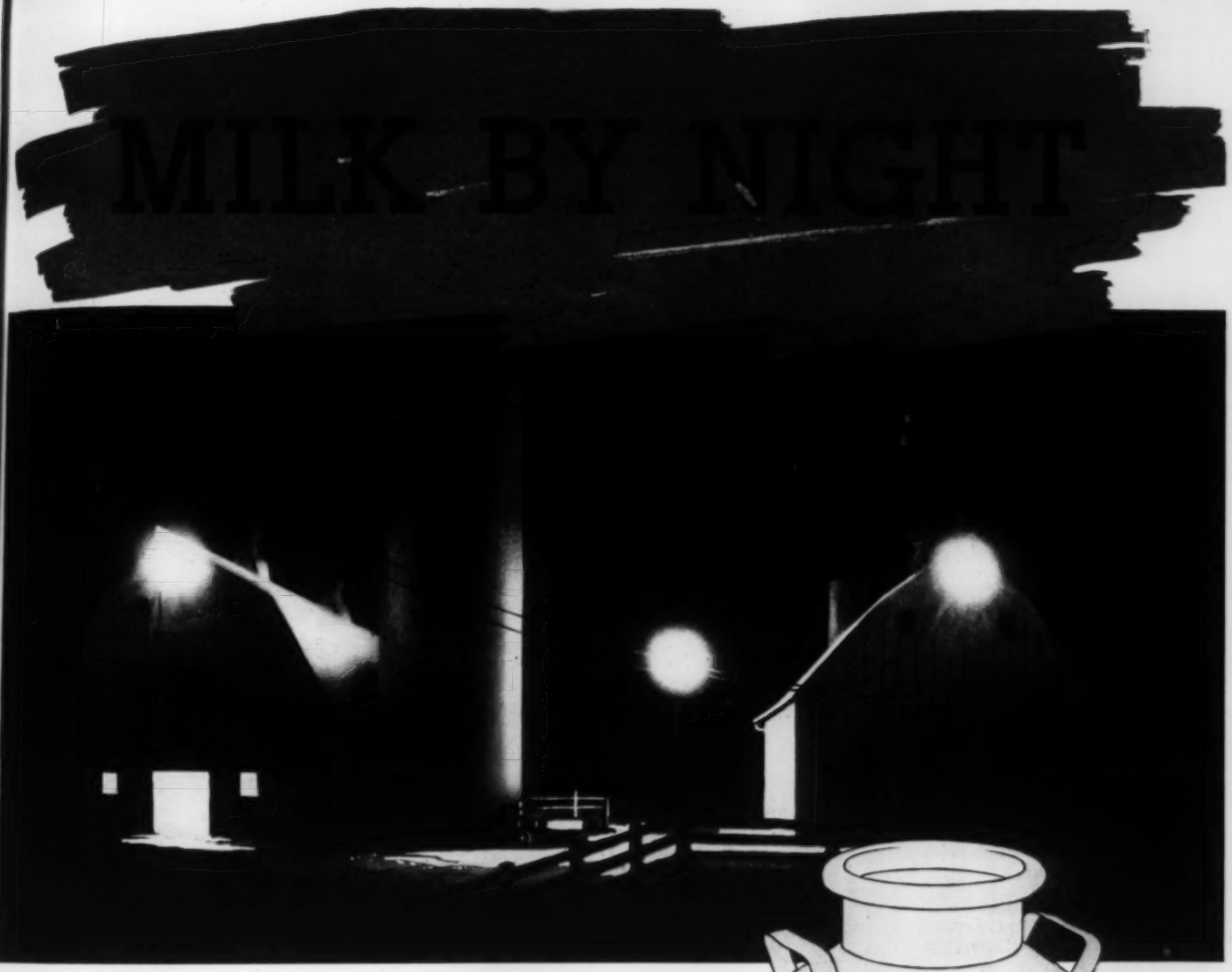
A local radio station cannot tell how much usefulness it has in its community until it checks up on the way its people rely upon it for radio service. And since Mr. Hall, the owner of WAIM, also is the

(Continued on page 50)

DR. ALLEN: LOCAL STATION PROTAGONIST

SINCE 1940, Dr. Charles L. Allen has been assistant dean and director of research of the Medill School of Journalism as well as editor of *National Publisher* magazine. Being essentially interested in printed journalism, his radio findings in the special survey in Anderson, S. C. (pop. 35,000) are all the more significant. From 1937 to 1940 he was manager of the New Jersey Press Assn. and director of the Department of Journalism at Rutgers. He is past president of the American Assn. of Teachers of Journalism, a member of the Council on Research of the American Assn. of Schools and Departments of Journalism and formerly a publisher of small newspapers in North Dakota and Illinois. A 1934 graduate of the University of North Dakota, he has done graduate work at Minnesota, Illinois and Columbia. He has written several books on journalism and has conducted readership studies of newspapers. His previous radio contacts were in 1936 and 1937 when he studied radio in New York and Chicago and did some newscasting over Chicago stations.

Dr. Allen



IN the State of Tennessee, where almost 90 percent of all the electricity customers are served from the TVA system, there are today some 40,000 electrified farms. This represents an increase of well over 300 per cent since 1932. During 1941, more than 8,000 miles of rural lines were added.

It is a bright picture of prosperity in the great Tennessee Valley.

Power where Power Counts most!

J. T. WARD, OWNER • F. C. SOWELL, MANAGER
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVES

WLAC

COLUMBIA'S OUTLET FOR
Nashville, Tenn.
going soon to
50,000 WATTS

THE STATION OF THE GREAT TENNESSEE VALLEY!

Manpower Group To Issue List of Vital Radio Jobs

To Be Used by Draft Boards As Guide in Selection

ANNOUNCEMENT of specific titles of essential occupations in various industries, including those of broadcasting and communications, can be expected this week, spokesmen of the War Manpower Commission declared last Tuesday. This was further confirmed by the Bureau of Employment Security, U. S. Employment Service.

More than 2,000 occupations will be listed, it was said, and these will be sent to Selective Service local boards for guidance in selection of military manpower or deferment for war production or essential civilian production.

Not Blanket Deferment

It was reemphasized by officials that the list of critical occupations would in no way constitute blanket deferment for these employment categories. Rather, the list is to be used by Selective Service local boards to prevent any unnecessary shortages in essential industries but is no way considered an "open door" to deferment.

This was further borne out by the ultimatum issued by Selective Service headquarters in Washington last week that local boards in all cases must fill their military manpower quotas. Selective Service indicated that many local boards had taken the July 14 memorandum on family relationship categories too literally and were allowing their quotas to suffer as a consequence. Selective Service emphasized that the fundamental purpose of the 1940 Selective Training & Service Act was to secure sufficient men for the armed forces and maintenance of production essential to win the war.

Expected in the extensive list of essential occupations are six technical classes in broadcasting as well as three classes of skilled personnel in program departments. These were sent to WMC by the Board of War Communications July 20 [BROADCASTING, July 27], following studies by the board's numbered committees of personnel problems in the communications field. In addition, 15 classes in shortwave broadcasting were submitted; 23 for cable companies; 45 for telegraph, 51 for telephone and 48 in various subdivisions of commercial radio-communications services.

At the WMC it was said no further discussions between industry groups and representatives of the manpower agencies are expected until its new list is released. It was said extensive revamping of the list may then follow.

As previously indicated, time required for training of employe groups will be the prime consideration for inclusion in the WMC list. It was declared that no groups which can be adequately trained in less than six months will be considered essential. Also considered, of course, will be the place of the particular industry in the total war picture.

DOWN ON THE FARM in the old-fashioned way went New York and Chicago sales representatives of WLW who attended the station's semi-annual sales conference at Cincinnati last week. One of the entertainment features was a trip to the station's "Everybody's Farm" to see an actual broadcast from an oats field. After the broadcast, the group was taken on a tour of the farm in this wagon. Members are (l to r): Warren Jennings, manager of the New York office; Dewey Long, manager of the Chicago office; Eldon Park, New York; Bernard Musnik, New York; [illegible] Neal, operator of the farm; George Comtois, [illegible] York; Harry Mason Smith, sales manager, Cincinnati; Bill Robinson, special sales representative, Cincinnati; Ed Mason, farm program director; Madison Harris, New York; Dick Garner, Chicago; Herbert Flaig, assistant sales manager, Cincinnati; Walter Callaghan, assistant to the vice-president; William Morris, Special Sales Inc., Cincinnati. Here the enthusiastic sales folk shout a greeting from a wagon.

Actual Store Inventories Are Adopted By WLW for Studies of Commodities

MEMBERS of the New York and Chicago sales offices of WLW, at their semi-annual meeting at Cincinnati, heard Robert E. Dunville, vice-president of the Crosley Corp. and general sales manager of the broadcasting division, discuss the new commodity study plan just developed by WLW. Under this plan, the recall method is being replaced by actual store inventories.

One store will be used for each 18,000 population throughout the WLW territory, divided geographically and by income areas. A total of 142 stores will be used, which Mr. Dunville stated are considerably more than previous commodity tests indicated would be required to make the studies statistically sound.

Quarterly Studies

The studies will be on 22 basic commodities and will be published four times yearly. However, Mr. Dunville pointed out, the continual flow of information to the station will indicate obvious weaknesses and strong points of the merchandise of WLW clients, as well as reveal any weaknesses in WLW's own merchandising campaigns and the sales efforts of clients.

The new commodity study plan, Dunville said, will continue to be the guidepost for directing sales and merchandising efforts of the station.

Other features include a consumer pantry study, in which WLW field representatives will visit homes throughout the WLW area, and an accurate advertising index on all radio, magazines and newspapers.

Adoption of the new AAAA spot radio contract, recently approved by both the AAAA and NAB, was announced by Mr. Dunville. A plan was outlined for a drive on selling time from 1 a.m. to 5 a.m., but further tests will be made before action is taken. Mr. Dunville pointed out that the potential number of listeners in the inverted market, due to defense work, compares favorably with the 7 a.m. to 8 a.m. time.

George Ziemer, WLW's expert on European affairs, announced he had signed a new agreement with the management of WLW. Ruth Lyons, new conductor of the WLW Consumers' Foundation, discussed the new format for her weekday participating program in which 1,000 housewives throughout the Midwest test in their own kitchens the merchandise of various manufacturers.

N. Y. BANK GROUP OPENS SPOT DRIVE

SAVINGS BANKS ASSN. of the State of New York, which has used spot radio in the past, last week started a campaign of three to five-weekly participations on 10 women's programs on as many stations in New York state. The campaign will promote to women the advisability of savings accounts, as a war economy and anti-inflation measure.

Programs and stations are: Adelaide Hawley's *Woman's Page of the Air* on WABC; Bessie Beatty, WOR; Louise Benay, WOKO; Martha Brooks' *Market Basket*, WGY; Hazel Cowles' *Women Only*, WHAM; Esther Huff's *Women's Matinee*, WGR; Ruth Chilton's *Matinee*, WSYR; Elizabeth Odames' *Household Chats*, WIBX; Betty Barton, WWNY, and Dorothy Baker's *Good Morning Neighbor*, WNBF. Agency is Ruthrauff & Ryan, New York.

MAIN ST. EDITOR
Unusual Headline Writer Starts Radio Series

THE editor of a small-town newspaper, who gained national prominence last year by summing up each day's events with the very appropriate headline "World In An Awful Mess," on Aug. 1 began a weekly news commentary on KDKA, Pittsburgh.

Mr. Thomas

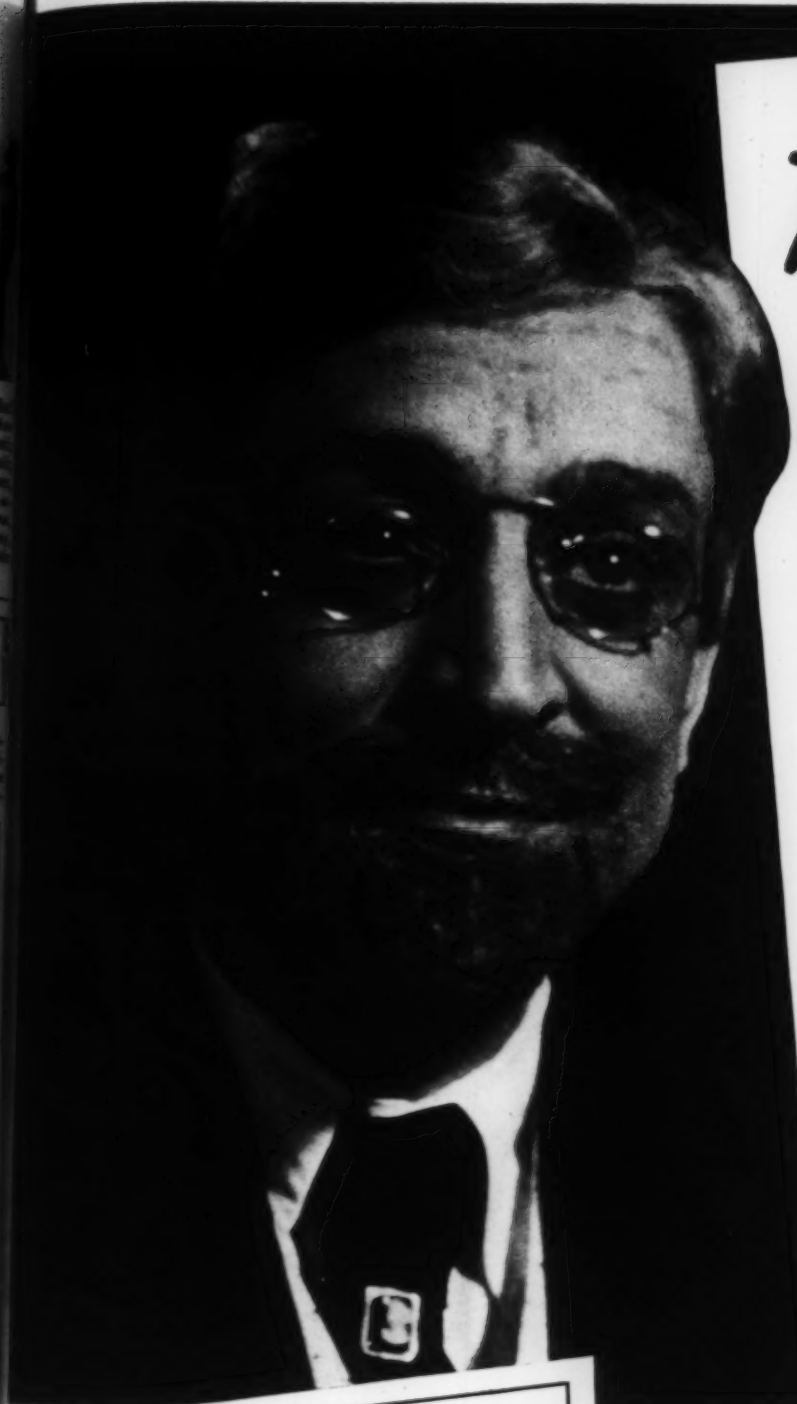
Under the title, *A Main Street Editor Looks at the News*, William J. Thomas, editor of the *Clearfield* (Pa.) *Progress*, will analyze current news from the standpoint of an experienced newspaper man in a small town. Clearfield has a population of 9,221.

Mr. Thomas rose to prominence after his famed headline brought nationwide attention to the unusual procedures he used in running his newspaper. As a result, the *Progress* was selected as one of the 10 newspapers for special study by the School of Journalism of the University of Wisconsin.

Raleigh, Baker to WCCO

WITH Newscaster Elmer W. Peterson accepting a post as director of the Scandinavian division of the Office of War Information in Washington, CBS has assigned John Raleigh, who has just returned from more than a year's service with its Far Eastern news staff, latterly in Australia, to assume duties as news analyst of WCCO, Minneapolis. Mr. Raleigh took over on Aug. 1. WCCO also has announced appointment of C. Alden Baker as assistant sales manager. Mr. Baker until recently was sales manager of WINX, Washington, and formerly was national sales director of WKBN, Youngstown.

SINCE Pearl Harbor, 248 employes of MBS affiliates have joined the armed forces.



....JUST A MINUTE Neighbor

I've heard tell there's plenty of whittlin' and front porch conversation about KXEL and its 1540 "top of the dial" frequency. Well, whenever there's whittlin' there's always shavin's to be swept up . . . and about all that results is a little extra dust.

Out here in Iowa something has happened to that old belief about a high spot on the dial. Yes Siree, KXEL on 1540—CLEAR CHANNEL—IS a good deal to crow about. Engineers tell me that the noise level is lower and Iowa soil conductivity is extra special. Why, the signal is as clear as a bell for all my Iowa neighbors as well as friends from New York City to Tacoma.

And, don't forget that KXEL is programmed with a friendly, sincere handclasp in every message we put on the air. They're quality folks who listen to KXEL. They have money a plenty to buy. All Iowa is listenin' to our "top of the dial" . . . . 1540 CLEAR CHANNEL . . . . AND THEY LIKE IT.

Josh Higgins

KXEL

Josh Higgins' "Voice of Agriculture"

50,000 WATTS

CLEAR CHANNEL.....BASIC BLUE

STUDIOS IN WATERLOO AND CEDAR FALLS

JOSH HIGGINS BROADCASTING CO. INSURANCE BUILDING WATERLOO, IOWA

REPRESENTED by JOHN BLAIR & COMPANY

Red Barber Wins Baseball Trophy

Paul Douglas Also Honored In 'Sporting News' Awards

WALTER (Red) BARBER, of WOR, New York, was voted the No. 1 play-by-play baseball announcer of the major leagues in the annual competition conducted by *Sporting News*, weekly baseball newspaper published in St. Louis. Selected simultaneously as the outstanding baseball commentator was Paul Douglas, of NBC. Both will receive trophies from *Sporting News*.

Best minor league announcer selected was Woody Wolf, of WRAK, Williamsport, Pa., who was named as tops in all Class A baseball as well as the Eastern League. In addition to a trophy, Wolf will be given an all-expense trip to the first two games of this year's World Series. Hal Berger, of KMPC, Beverly Hills, Cal., receives a like trip in recognition of the high vote he polled.

Other Winners

Other minor league winners, each in competition within his own league, were Don Hill, WAVE, Louisville (American Assn.); Earl Harper, WAAT, Jersey City (International League); Mike Frankovich, KFAC, Los Angeles (Pacific Coast League); Lowell Blanchard, WNOX, Knoxville (Southern Assn.); Dave Young, KABC, San Antonio (Texas League).

Clint Faris, sportscaster of WGTM, Wilson, N. C., was voted the outstanding baseball announcer for all Class B, C and D baseball circuits. [For past years winners see BROADCASTING Yearbook, page 424].

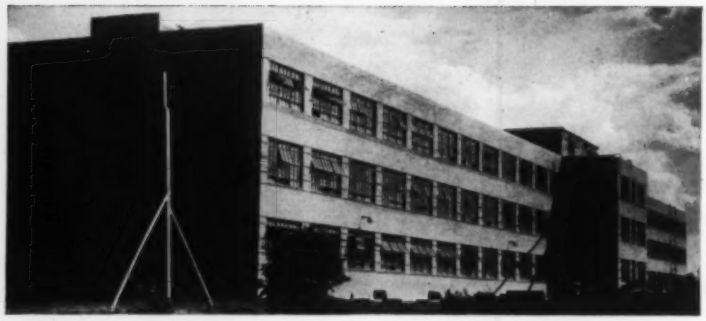
Conoco's Space Theme

ONE-MINUTE spot announcements, which started in April and are heard this summer on 193 stations for Continental Oil Co., Ponca City, Okla. [BROADCASTING, June 8], are the basis of the company's summer newspaper and magazine advertising. Copy in the latter two media consists of the announcements set in dialog style verbatim as they are heard on the air, while the closing commercial is printed as an insert in each ad signed by the Conoco "Mileage Merchant." Agency for Conoco is Tracy-Locke-Dawson, New York.

San Francisco Silenced

RADIO SILENCE in the San Francisco Bay area which lasted 21 minutes was ordered by the Fourth Fighter Command July 24 because of an "unidentified target later identified as friendly." Stations were ordered off the air at 10:16 p.m. and with the "all clear" signal resumed broadcasting at 10:37 p.m. (PWT).

AMERICAN Federation of Radio Artists has published a 68-page, pocket-size handbook with the union's national rules, regulations, minimum fees and working conditions for guidance of its members.



JUST TEN MONTHS after the ground-breaking ceremonies on Aug. 8, 1941, this photograph was taken of the main building of the new RCA Laboratories now under construction to provide quarters and facilities for radio research. Measuring 488 ft. long, three stories high and encompassing 112,000 sq. ft., the main building will probably be completed by the end of this summer, housing RCA research laboratories, fully equipped to undertake "the application of radio and electronics to national defense." As additional units are constructed, they will be occupied by the company's industry service section, the patent department and communications research. Otto S. Schairer, vice-president in charge of the new RCA Laboratories, will direct all activities, while general direction of all research and original developments will be handled by R. R. Beal, research director.

Transmitter Needs During War Period Studied at Advisory Group's Meeting

TO DETERMINE the needs of various users during the war period, the Radio Transmitter Manufacturers' Advisory Committee met in Washington July 27 with Frank H. McIntosh, chief of the radio section, Communications Branch, as presiding Government officer and other WPB officials.

As in the case of other committees already organized, the representatives of industry were divided into task committees for flexibility —one to study the military needs and supply and a second civilian needs and supply.

In general, these groups will attempt to determine the replacement requirements necessary for the maintenance of transmitters already in operation, recommend standards of police and other equipment, study possibilities of conservation, repair and re-use of defective parts. They will also give careful attention to the possibility of using military rejects for civilian purposes.

Decibel Reduction

The civilian task committee is not only concerned with the needs and problems of broadcasters but also with those of police and other emergency services, aircraft, point-to-point communications, foreign and international communications.

At the same time, the committee confirmed WPB thinking that a reduction of decibels among domestic broadcast stations would do much to increase the life of component parts, according to Mr. McIntosh. This has already been suggested to the BWC but no action has been reported.

In discussing the problem of conservation of components, Mr. McIntosh said the WPB recognizes the necessity of maintaining key stations on a 24-hour basis. However, he pointed out that a station could be ready to go on the air at all times with an available skeleton staff to handle such emergencies. Through such a plan a station need not broadcast 24 hours a day but it must be prepared to broadcast at any hour of the day or night. In this manner, he feels conservation could be realized and the communications necessity would never be impaired.

Monthly Meetings Planned

At its first meeting, committee members decided to meet again Sept. 7 and the first Wednesday of each month thereafter.

Members of the industry advisory group are: H. N. Willets, Western Electric Co.; Walter Evans, Westinghouse Co., Baltimore; E. C. Wilson, General Electric Co.; Sosthenes Behn, International Telephone & Telegraph Corp.; Fred M. Linke, Fred Linke Co.; A. A. Collins, Collins Radio Corp., Cedar Rapids, Ia.; A. Lloyd and Oscar Hammerlund, Hammerlund Co.; George K. Throckmorton, RCA Mfg. Co.; Charles M. Srebroff, Radio Engineering Labs.; M. H. Willis, Spokane Radio Co.; Preston Dooley, Radio Specialties Inc.; Paul V. Galvin, Galvin Mfg. Co.

Membership of the civilian task committee comprises H. N. Willets; K. C. Bonfig, RCA Mfg. Co.; F. M. Link; Charles M. Srebroff; M. H. Willis. The military task committee consists of E. G. Little, Westinghouse Co.; K. C. Bonfig, RCA Mfg. Co.; St. George Lafitte, International Telephone & Telegraph Co.; E. M. Hall, Western Electric; W. R. G. Baker, General Electric; L. A. Hyland, Bendix Radio.

ULTRA-HIGH frequency reference material is listed in a booklet compiled by Elizabeth Kelsey, engineering correlator of Zenith Radio Corp., Chicago. The bibliography with an introductory article by Miss Kelsey, is available to engineers.

TWO FREQUENCIES ASSIGNED TO KLRA

FACING interference from the Carr Collins station on the Mexican border — XEAW, Reynosa — KLRA, Little Rock, now operating with 5,000 watts on 1420 kc., but constructing a new transmitter to operate with 5,000 watts night and 10,000 day on 1010 kc., has been granted special authorization by the FCC to utilize both frequencies if necessary.

It is the first time on record the Commission has granted two wavelengths to one station. XEAW is reported to have moved to a new site recently, using unspecified but high power not only on its old frequency of 1570 kc. but also 1010 kc. Mr. Collins is understood to have been in Washington recently seeking authority for a new outlet on this side of the border, but the request was rejected.

KLRA is installing a new plant which will have directional antennas for night operation on 1010 kc. However, if XEAW continues on the 1010 kc. frequency, KLRA's use of that channel will be circumscribed. Hence the Commission's determination to permit the Little Rock station to utilize both 1010 and its old 1420 kc. channel and plant until the situation is cleared up.

Hawaii Rules Eased

TO alleviate the difficulty of certain Hawaiian police departments in obtaining licensed radio operators for their communications system, the FCC last week ordered the waiving of Section 318 of the Communications Act of 1934. Action permits American nationals employed by the police and who meet all requirements for a restricted radiotelephone operator permit, except that of U. S. citizenship, to operate such equipment in Hawaii to the extent permitted holders of restricted radiotelephone operators permits.

Hirestra Test

HIRESTRA LABS., New York, is the first to sign with WQXR, New York, for *Other People's Business* a five-weekly show sponsored on a participating basis, featuring odd bits of information on a variety of subjects excluding war and politics. Hirestra Co. will use the program in a test for Endocrene skin cream. Van Dolen, Givaudan & Masseck, New York, handles the account.

Arrid Remains

CARTER PRODUCTS Inc., New York, which has been sponsoring since March the *Jimmie Fidler From Hollywood* Sunday program on the BLUE for Arrid deodorant, plans to continue the network program as well as its spot announcements through December. Spots are now heard on 150 stations in this country and 35 in Canada, according to Small & Seiffer, New York, agency in charge.

ZERO MOSTEL, comedy star of the BLUE program *Chamber Music Society of Lower Basin Street*, has signed a three-year contract with Metro-Goldwyn-Mayer to make two pictures a year. The program will originate in Hollywood for five weeks twice a year.

NBC ANNOUNCES A 10% FULL-NETWORK DISCOUNT

Moving to extend the distribution of the nation's top-ranking radio programs to smaller stations in smaller communities, the National Broadcasting Company announces a plan which will permit advertisers to use the entire NBC network of 125 stations at a substantial saving over current card rates.

Effective August 1, 1942, a flat 10% discount will be allowed to advertisers who contract for the full NBC network of 125 stations for 13 weeks or more. This is an over-riding discount, and applies after all other discounts and rebates.

The new plan involves no rate-increase, nor does it penalize advertisers who do not wish to use the full network. It is simple in concept and operation and is being adopted at considerable cost to NBC in the earnest intention of bringing the informative and morale-stimulating benefits of outstanding commercial radio programs to the less populous sections of the country. The plan will enable many advertisers to expand their coverage to new markets at a lower cost-per-thousand listeners.

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

LEARNING HOW to unravel "that thing" (backlash), is Bob Burns, the Arkansas Traveller, currently vacationing at Gull Lake, Minn. Bob's fishing tutor is Rollie Johnson, sportscaster of WCCO, Minneapolis, who came along to instruct the Bazooka Man in the intricacies of flycasting.

Extra Over-All 10% Discount Adopted By NBC for Sponsors Using Full Net

NBC sponsors using the full 125-station network for their programs are entitled to an extra over-all 10% discount, it was announced last week by Niles Trammell, NBC president.

Plan, effective Aug. 1, puts NBC in line with the other nationwide networks which have all within the past few months instituted discount revisions designed to "extend the distribution of the nation's top ranking programs of entertainment, news and commentaries to smaller radio stations in the less populous areas of the country," in the words of Mr. Trammell.

The new NBC discount, computable after other discounts or rebates, brings up to 32½% the maximum discount earnable by NBC clients, ½% better than the maximum of 32% now offered by CBS. BLUE advertisers can earn maximum discounts of 45%, while MBS is offering its full network clients discounts ranging from 50% in its basic "A" markets to 75% in the small city "C" markets.

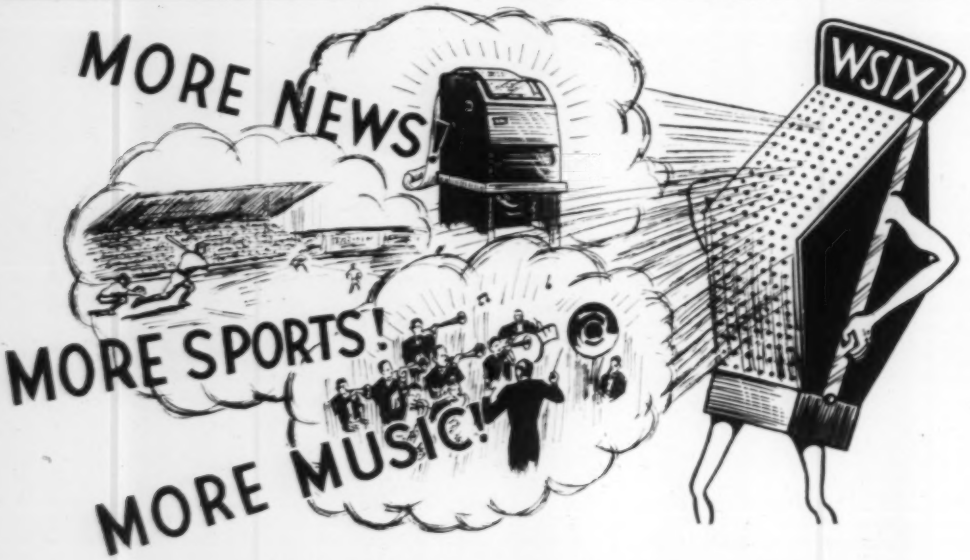
No Rate Increase

Mr. Trammell stated that the step was taken with a view toward increasing the network's service in war time. "The informative and morale-stimulating qualities of broadcasting are well recognized," he said, "and the owners of the 56,000,000 sets in the United States constitute one of our strongest forces for united war effort.

"Many of our leading advertisers are now using from 80 to 100 stations," he continued, "and it is our hope that the fine shows sponsored by these and other advertisers will now be available to the remainder of the NBC network of 125 stations. The discount plan is being introduced to encourage full use of the network by companies having national distribution. Nevertheless, advertisers who use a smaller number of stations because of limited distribution will not be penalized by an increase in present rates."

Coincident with Mr. Trammell's announcement, a letter, signed by Roy C. Witmer, NBC vice-president in charge of sales, states that "inasmuch as many NBC advertisers are already using close to the maximum number of stations, the purchase of a few additional markets in the more isolated and remote sections of the country will, under this plan, automatically reduce their overall cost per thousand listeners.

Other NBC advertisers now using a somewhat smaller number of stations are provided with a similar opportunity in that by the addition of a few larger markets together with the remote sections they too may obtain a substantial decrease in their cost per thousand listeners."



—That's the WSIX formula that captures listener preference in Nashville. And now we add (at no additional cost for the time being) GREATER POWER AND BETTER FREQUENCY—

5,000 WATTS, DAY AND NIGHT ON 980 KILOCYCLES

Get in squarely on the rich Nashville market through this one proven medium

SPOT SALES, INC., NATIONAL REPRESENTATIVES

5000 WATTS — **WSIX** "The Voice of Nashville" NASHVILLE, TENN. — 980 KILOCYCLES

ALBANY FOR VICTORY

Merchants Use KWIL Spots For Bond Drive

OVER 75% of the retail merchants of Albany, Ore., cooperated with the local KWIL in a Victory Girl celebration, July 24-25 for the sale of War Bonds.

Event was staged in Albany's Victory Center in the heart of the business district. Five candidates for the title of Victory Girl were selected by a committee of merchants for appearance in a public talent competition.

To promote the idea, KWIL offered "Victory Girl Spots" at just $2, with a limit of one to a store. Purpose was to attract outside buyers to the city for the celebration. Half of the money received by KWIL was turned over to the Victory Committee of the Retail Merchants Assn.

CLEARS DESCRIBED AS HITLER ENEMY

TO EXPLAIN the importance of clear-channel operations the Clear Channel Broadcasting Service, trade group representing the 25 member stations, has prepared a pamphlet, "The 25 American Radio Stations Hitler Likes Least," which is being distributed through member stations.

"These 25 stations," the pamphlet claims, "smash one of Hitler's pet strategies." Although Axis strategy calls for instigation of hate, discord and disunity, the clear broadcasters maintain they represent a part of the unity "in the common cause for victory." Through radio, distance is overcome, and all Americans are thus drawn "into the very heart of our battle."

BOB GARRED, CBS West Coast sportscaster, plays the role of football announcer in the new Columbia picture, "Spirit of Stanford". Garred broadcast Stanford U games for two years.

IS SCHEDULED FOR EARLY RELEASE

The Music Is Available Now

Here's what they say about it:

PAUL WHITEMAN
You have at least two or three important songs in the score. While I don't want to pick the songs that might be the biggest hits, I do feel that LOVE IS A SONG, LET'S SING A LITTLE SPRING SONG, and TWITTERPATED . . . should break through in big order for top sellers.

SAMMY KAYE
Though I like all the music from "Bambi", my personal preference is for LOVE IS A SONG. In it I feel that Morey and Churchill have caught the tenderness and charm of the picture.

DINAH SHORE
I think LOVE IS A SONG is a "natural," and I like the others too. Wish you success.

TEDDY POWELL
I am delighted to introduce the charming LOVE IS A SONG through Bluebird Records.

"Never before has music meant so much in a film."—
W. Ward Marsh, Cleveland Plain Dealer.

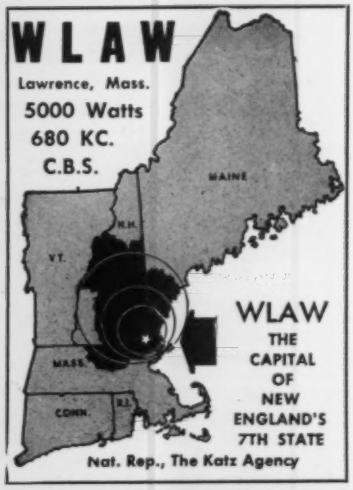
LANNY ROSS
I have just looked over LOVE IS A SONG from the new Walt Disney picture, "Bambi." I think it is a big song; moreover, it is one that a singer will like to sing through the years.

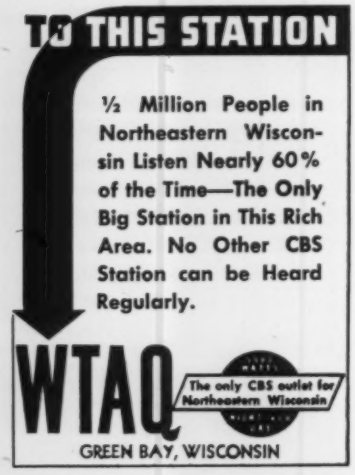
FREDDY MARTIN
I just went over the songs from Walt Disney's picture "Bambi" and would like to congratulate you on the entire score. I have selected LOVE IS A SONG and TWITTERPATED as my favorites, but I think the other songs will also be well received.

Love Is A Song • Twitterpated • Little April Shower
Let's Sing A Gay Little Spring Song • Thumper Song

Free copies for the profession may be obtained from

Broadcast Music, Inc.
580 Fifth Avenue • New York City




TO THIS STATION
½ Million People in Northeastern Wisconsin Listen Nearly 60% of the Time—The Only Big Station in This Rich Area. No Other CBS Station can be Heard Regularly.
WTAQ
The only CBS outlet for Northeastern Wisconsin
GREEN BAY, WISCONSIN

We sell your product as you'd sell it yourself . . . person-to-person . . . sincerely recommending it as one neighbor to another. And it gets results!
WIBW The Voice of Kansas in TOPEKA

Mr. Amplistat's Dawn

By MAURICE CONDON

Editor's Note: Hell hath no fury like the wrath of K. W. Amplistat when confronted by radio clichés. His crusade to exterminate hackneyed phrases from broadcasting continues as he calls to the witness stand a grave offender, the early morning or sign-on announcer.

Q. You are the gentleman who signs on the broadcasting station?

A. Where d'ya think I got these bags under my eyes?

Q. I assume that is an affirmative reply. What are your duties?

A. I spin the platters and give out with light and joy.

Q. That is very laudable.

A. I give 'em the time, too. "Let's take a look at the ol' studio clock," I say. Then I ring the cowbell and tell them the time.

Q. You ring a cowbell?

A. Not all the time. Sometimes I let off an alarm clock, or blow a whistle, or put on a rooster crowing—y'know, something different.

Q. Ingenious. Of course, you have no rooster on the premises?

A. Sound effect records. I use 'em all the time. Trains, boats, cows, dogs, lions, thunder storms, auto races.

Q. Just what do they convey?

A. They don't mean a thing, see? That's where the gag comes in.

Q. The radio listeners must find your program unusual.

A. It's dynamite. I got a terriffic following. When we had an offer last year for Bide-a-Wee Bird Baths, the mail poured in.

Q. A considerable reaction. What is your microphone manner with your public?

A. Cozy—v-e-r-y cozy. I talk soft and gentle. I kiss the mike.

Q. Do you speak to different members of the family?

A. Do I? "Roll outa that hay, Dad," I say. "Hit the deck! Come out from under the covers! You've had enough of that shuteye!" Then I blow my whistle or knock over a chair. Get's 'em up smiling.

Q. I can imagine. What about the mothers?

A. "Scrape that toast, Mother." I say. "Time for the kiddies to be getting off to school." Then maybe I say, "Here's a little ol' poem for all you mothers." and I read 'em something sentimental. Course I put in a lot of hmmmmms. . . .

Q. I don't quite get that.

A. Hmmmmm. Like this. "How are you feeling, mother, hmmmmm? How's Junior, Hmmmmm? Dad off to work yet, hmmmmm? Got the bacon sizzling, hmmmm?" Y'see, a lot of hmmmmms get across that personal stuff.

Q. Very interesting. What type of music do you play?

A. Strictly bright and sparkling. "Here's something to sweep those cobwebs outa your brain," I say. "Let's give this one a whirl and see what happens."

Q. That is your method of introducing recordings?

A. Or like this. "Here's my old friend Joey LaGroove and his Jive Five comin' atcha. Let's put this ol' record on the turntable, roll up the rugs and call in the neighbors."

Q. Whimsy, of course. You mentioned Joseph LaGroove as your old friend. Do you have a wide acquaintanceship among the orchestra leaders?

A. Well, listen K.W., off the record—haha, didja get that?—off the record, no. But it gives me a buildup to let 'em think I do. So when I have a Kay Kyser platter, I say, "Well, doggone chillun if it ain't my ol' pal Kay Kyser." Only I say it with a Southern accent, see?

Q. Yes.

A. And when the record's on, often as not I'll put on my mike and sing right along with 'em. I sing with Bing Crosby and Kate Smith—all of 'em.

Q. Is that the extent of your personal participation?

A. I give 'em the homey touch—tell 'em about my personal life "Went out playing golf yesterday afternoon," I say, "and what a time I had! I struck oil on the first tee!" Ha-ha-ha. A little humor starts the day right for folks.

Q. It certainly does. How about your commercials?

A. The personal touch. Like this. "I was over to see Joe Ferstaris yesterday over there at 1520 Main Street and Joe showed me the best lookin' lot of shirts I've ever laid eyes on. 'What are you going to do with these shirts, Joe?' I asked him. 'Sell 'em, Happy,' he says to me. 'Ninety-eight cents, each.' 'Ninety-eight cents?' I yelled. 'Joe, you're outa your mind! You can't afford to do it! You'll end up in the poorhouse giving things away!' 'That's what they go for,' says Joe. Then I thought of all you folks. 'Joe,' I said, 'I want your promise. Joe, promise me you won't sell one of these shirts until I can tell all our friends on the air about it. They got a right for first call, Joe, all our loyal friends. Promise me, Joe,' that's what I said. And folks—ol' Joe Ferstaris agreed. Yes-siree—and the buying jubilee of the year is yours." Course, I go on and on like that but there's the idea. Cozy stuff.

SPONSOR TALKS BACK as Jessie Adler (1), president, Adler Shoes, New York, makes a guest appearance on *Here's Morgan*, featuring Henry Morgan who ad-libs his way through a tri-weekly sponsored by the Adler Co. Mr. Morgan appears muffled momentarily [see "success" story BROADCASTING, Nov. 24,1941]. Consolidated Adv., New York, handles the account.

Q. Yes it is. You seem to have the personal approach.

A. I cuddle right up with the folks.

Q. Do they reciprocate this regard?

A. All the time? Day in, day out it's cookies and cakes and doughnuts and cigarettes.

Q. Unsolicited?

A. Absolutely. Oh, maybe I happen to remark that I miss the old home cooking and maybe I mention the cakes that mother used to make. That always gets results.

Q. Are you the only person in the station at this early hour?

A. Oh no, there's the engineer. "Skinny." I call him that because, as I tell the folks, "He wouldn't weigh a hundred pounds sopping wet and his pockets full of sand."

Q. You frequently make reference to his presence at the studio?

A. I rib him all the time. He's got a little hair but I tell the folks he's all bald. When I flub the copy I say, "You'll have to pardon me, folks, but I just got blinded from the reflection off of Skinny's bald noggin. But he's a nice boy," I say; "we're gonna start feeding him next week."

Q. There must be a great deal of fun during your program.

A. "Laugh and the world laughs with you," I tell the folks.

Q. How do you inject humor into the serious aspects of the program — such as informing the audience of the station's identity and other technical information throughout the show?

A. Here's a sample, K.W. "It's still WWWW, folks, on our old ravelength of 1560 motorcycles and we're playing epileptical transcriptions."

Q. Astutely managed. The vital information is there—

A. But we got 'em laughing.

Q. Indubitably. At the conclusion of your time you say—

A. "We'd like to stay longer, folks, but the hands on the ol' clock are pushing us out of the studio." Then I give 'em a laugh when I plug the next announcer coming up.

Q. How is that?

A. "Keep tuned in," I suggest. "Next on the bill is good ol' Jerry Groffus, one of the better announcers in the low price field." It slays 'em.

Q. Beyond any doubt. Then!

A. I get to work on tomorrow's show—cook up gags and things. Y'gotta work to keep the show clicking, needs new material all the time.

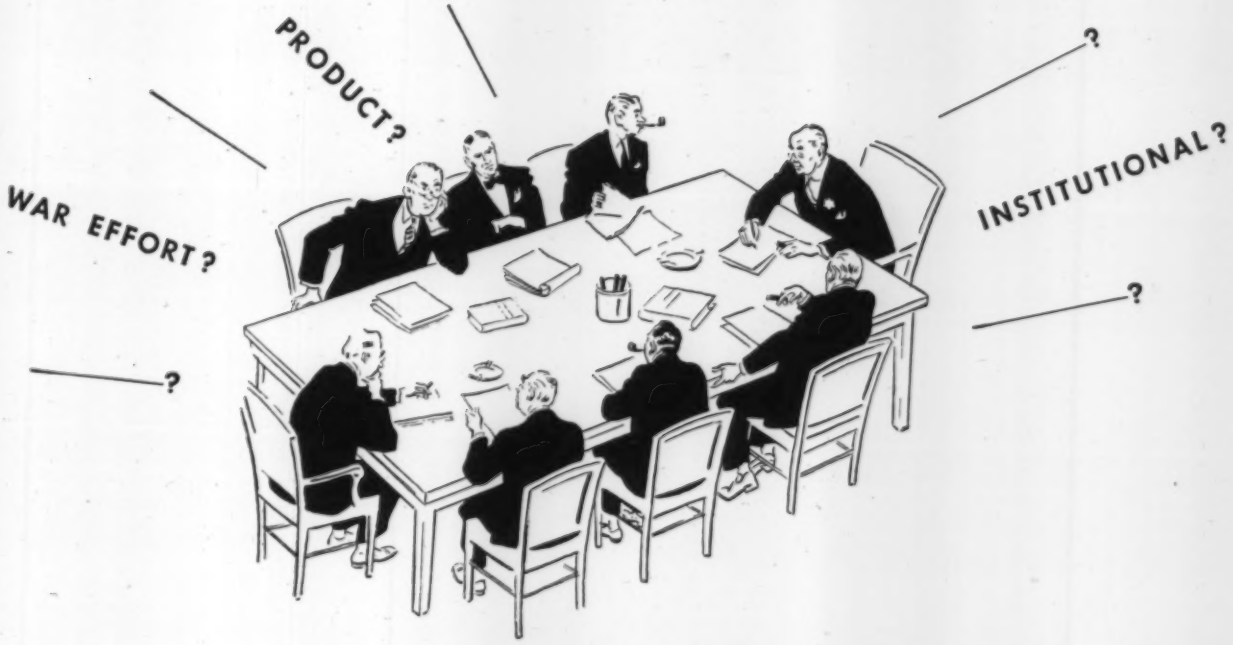
Q. I'm sure it does. You have a great responsibility.

A. Y'betcha. Keep 'em laughing, I say.

Q. By all means, keep 'em laughing.

XUM

What's your story? . . .



Tell it to the Midwestern Millions at lower cost per family over—*

WENR

CHICAGO'S BASIC BLUE NETWORK STATION

50,000 WATTS ON A CLEAR CHANNEL — 890 k.c.

● Now, more than ever, you have to protect your market; keep your trade name alive; more definitely establish the trade position of your product.

Whatever your problem—whatever your message—tell your story to the 12,000,000 people who live in WENR's primary station area. It's a responsive audience that can be reached with WENR at lower cost per thousand families. Get the details now. They're really eye-opening.

**A name given to WENR's primary station area which includes most of Illinois and Wisconsin, and half of Indiana and Michigan.*

WENR
50,000 WATTS
CHICAGO

OWNED AND OPERATED BY THE BLUE NETWORK COMPANY

REPRESENTED NATIONALLY BY BLUE SPOT SALES

NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO • HOLLYWOOD

Merchandising & Promotion

Program Facts—P&G Contests—Bouquet Tributes
Weekly Barrage—Kid Winners

TO ASSIST the 74 CBS stations which benefit by the network's 15% discount plan by increasing their weekly commercial schedules, the publicity department of CBS last week sent out an all-inclusive package of promotion material on talent and special information about the CBS programs now heard on the full network of 114 stations.

Included in the package was a "File on Fax" about each of the 13 programs now using the discount plan, together with sample releases on the shows and pictures of featured talent. Idea for the publicity package was worked out by George Crandall, CBS assistant publicity director, and Mike Boscia, CBS staff writer.

* * *

Soap Contests

PROCTER & GAMBLE Co., Cincinnati, from Aug. 17 through Sept. 18 is planning 25 daily sentence-ending contests for listeners to the serial programs *Ma Perkins* on NBC and *Woman in White* on CBS, for Oxydol, and to *Pepper Young's Family* on both NBC and CBS for Camay.

Contestants must send in one Oxydol boxtop and one Camay wrapper with every entry completing the sentence "Oxydol and Camay are favorites in my family because . . . ". Of the total $50,000 to be awarded, half will go to the individual winners of the ten $100 daily prizes, and half to the U.S.O. Agency is Blackett-Sample-Hummert, Chicago, and Camay agency is Pedlar & Ryan, New York.

* * *

Carnations

AS A TRIBUTE to the women of Canada and the United States who are quietly and without thought of reward meeting new and difficult conditions, the Carnation Co. (condensed milk), Toronto, has started sending a bouquet of white and red carnations and an honor scroll to two women weekly, as announced on the twice-weekly *Carnation Bouquet* transcribed program used on a large number of Canadian stations. Account is placed by Baker Adv. Agency, Toronto.

* * *

Mail Analysis

WLS, Chicago, has issued a coverage map in an illustrated folder based on an analysis of its listener mail in 1941, of over a million letters. Each county in the WLS primary listening area is shown with the number of its radio homes and number of its letters to the station last year. Comparison between mail received from Cook County, Ill., where WLS is located, and other counties is shown by use of color.

* * *

Direct Mail

WKBN, Youngstown, has opened its mid-year direct mail effort and has prepared a series of 12 mailings to be released at the rate of one per week. Each piece presents one fact about the service, listener-interest and market coverage of the station.

Car-Sharing Drive

USING transcribed announcements, live spots, car cards and official stickers, KYW, Philadelphia, is participating in the car-sharing program conducted by the Philadelphia Metropolitan District Council of Defense. Based on the KYW plan, schools are being opened and manned by volunteers to register drivers for car sharing. Almost the entire publicity and promotion efforts so far have been conducted by the station. One of the outstanding features of the campaign was the printing of 100,000 automobile stickers for all participating in the car-sharing plan. In addition, nearly 1,000 lines of newspaper advertising has been planned by the station.

* * *

Linked at Night

WITH LISTENER response coming in from 23 States and Canada, expressing enthusiasm for the all-night, all-music show *Say It With Music*, on WJZ, New York, the station has released a sales presentation pointing out vital statistics on the all-night market the program is aimed to interest. The most important segment of the WJZ market, the presentation states, is the night-shift war production workers in the 20% of American industry situated within the station's primary area.

* * *

War Winners

SELECTION of the boy or girl doing the most to help win the war at home, as judged by the cast of *The Quiz Kids*, sponsored by Miles Labs., Elkhart, Ind. (Alka Seltzer), on 68 BLUE stations, Sundays, 8-8:30 p.m. will be announced each month on the program and their pictures and story of their achievements will be the subject of a regular monthly feature in *Liberty* Magazine. Agency is Wade Adv. Agency, Chicago.

BROCHURES

KNX, Hollywood—Eight-page, 8¼ x 5½-inch booklet, illustrated with two-color spot drawings, highlighting Crossley statistics on percentage of at home listeners in that area during summer months.

KTUL-KOMA, Tulsa-Oklahoma City—Promoting twin service provided by the two stations.

WHN, New York—Brochure on Capt. Tim Healy's stamp club, including background and personality matter, statistics on stamp collecting, etc.

KGW-KEX, Portland—Folder reproducing some of the 14 newspaper ads in the *Oregonian* on the weekly *KGW-KEX Radio Party*.

WAOV, Vincinnes, Ind.—File folder booklet giving the WAOV coverage story and statistics on its market.

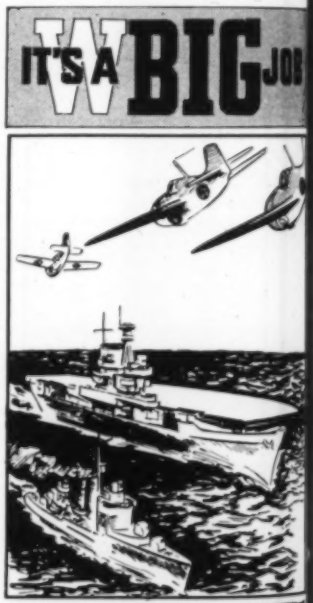
WCAU, Philadelphia—First of 13 promotion pieces to be distributed telling the station's sales story.

WWL, New Orleans—"Cooks the Axis Goose, Creole Style", in compilation of New Orleans war work, population statistics and money being spent in the Mardi Gras State.

MINUTE MAIDS
Organized in Boise, Now Sponsor KIDO Program

Maids Peddle Bonds

THE MINUTE MAIDS, counterpart of the War Bond selling Minute Men, organized in Boise, Ida., sponsor the *Seven-Thirty Theatre* on KIDO, that city. The program, previously called *Six-Thirty Theatre*, was a sustainer; entertainment being furnished by local talent. Following reorganization of the show this summer by Phil Allen, dramatic director-newsman, the Minute Maids decided to sponsor the show to promote the good neighbor policy as well as encourage War Bond and Stamp selling. Mainly the Minute Maids pass out stamp books—with the logical assumption that if everyone has such a book they will buy more stamps and bonds. Organization has been endorsed by the Treasury who has requested that it become national.


IT'S A WBIG JOB
The MAGIC CIRCLE
WBIG carries three programs daily entitled "Salute to the Armed Forces". These programs are devoted to the needs of the armed forces of the United States.
A Columbia Bdcasting System Affiliate
EDNEY RIDGE DIRECTOR
WBIG
GREENSBORO, N.C.
GEO. P. HOLLINGBERY · CO., NAT. REP.

Sorry, Chester Old Boy...

THIS IS CHESTER FREEBLE—he has what he thinks is a WONDERFUL idea. He has been listening to the Don Lee Network for a long while and he has noticed that all of his friends also listen to Don Lee a good part of every day. Now Chester, who is quick that way, knows that there is always room for competition so he figures that if he could get some capital he could start another network and make himself a lot of money. In fact, he just can't understand why no one out here ever thought of starting another one. Not that he, personally, isn't happy with Don Lee.

Well now, Chester old boy . . . we hate to disillusion you but not only is there *another* network, there are *3* of them. You can't hear them on your radio because you live in one of the many areas on the Pacific Coast that can't be covered by long distance broadcasting on account of the topography. The reason you can hear *only* Don Lee is simple . . . Don Lee has 33 stations, one in each of the 33 important Pacific Coast markets. Why with this setup, more than 9 out of every 10 Pacific Coast families live within 25 miles of a Don Lee station. The people who advertise on the Don Lee Network cover completely not only the 5 major markets, but a bonus market of 1,000,000 families as well. (That's a heck of a big bonus, isn't it? It's like having Indiana or Iowa tossed in free.)

Mutual
DON LEE

THOMAS S. LEE, PRES., LEWIS ALLEN WEISS, VICE-PRES. GEN. MGR. • 5515 MELROSE AVE, HOLLYWOOD, CALIF.

"General, is it true what WFDF Flint Michigan says about promotions in the Army?"

The Twin Port Cities of

DULUTH-SUPERIOR

BUY 38.7% MORE CLOTHES

than the whole State of

NEW MEXICO!

KDAL

Duluth, Minnesota

WBNX

5000 Watts

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

New York City

FOR OFFENSE · FOR DEFENSE
BUY U.S. BONDS TODAY

CRYSTALS by

HIPOWER

The Hipower Crystal Company, one of America's oldest and largest manufacturers of precision crystal units, is able to offer the broadcaster and manufacturer attractive prices because of their large production and the exclusive Hipower grinding process. Whatever your crystal need may be, Hipower can supply it. Write today for full information.

HIPOWER CRYSTAL CO.

Sales Division—205 W. Wacker Drive, Chicago
Factory—2035 Charleston Street, Chicago, Ill.

WFIL'S RADIO CODE SCHOOL

Station Staff Serves as Faculty to Teach Course for Navy Radiomen

STUDENTS RECEIVING code messages through earphones and transcribing them on the typewriters at the Radio Code School for Naval Applicants sponsored by WFIL, Philadelphia. At the desk in background are members of the school faculty, all station employes volunteering their services, and including (seated, l to r): Verna Stair, typing instructress; Louis Littlejohn, director of the school, and Bill Neill, code instructor. Standing (l to r) are Mark Feder; Chief Petty Officer Anderson of the Navy Recruiting Services; W. C. Galleher, WFIL educational director, and Lieut. K. B. Emmons, officer in charge, Navy recruiting station, Philadelphia district.

By ROGER W. CLIPP
Vice-President, General Manager, WFIL, Philadelphia

WHEN the WFIL Radio Code School for Navy Applicants was inaugurated in Philadelphia in July, a program of cooperation between radio and Navy authorities was launched which can result, if taken up by the radio industry at large, in making available within a year 100,000 trained Navy radiomen. The school in Philadelphia was conceived and executed with Lt. K. B. Emmons, officer in charge of the Navy recruiting station of the Philadelphia District.

Mr. Clipp

I feel confident other stations will want to start similar schools. At WFIL, the Radio School is located in a large room adjacent to the FM studio. The room is equipped with sending and receiving apparatus and typewriters, accommodating a class of 24. It has already outgrown its boundaries and we expect to expand shortly.

Must Qualify

Applicants must be 18 to 27 and must have passed the regulation Navy physical examination. All must be willing to enlist in the Navy when they have completed their courses. They are given preferential consideration for the Navy's V-3 rating.

WFIL employes donate their time and services. Five of the station's engineers form the faculty under the direction of Louis Littlejohn, station engineer, who heads the school. Classes are held from 7 until 10, five evenings a week.

The school is absolutely free to students who are accepted, all costs being borne either by WFIL or the Navy. Candidates must be United States citizens and have parental consent for enlistment if under 21, or a wife's permission if married. Young men who are about to be drafted may enlist in the Navy, and will be assigned to "detached duty" at the Radio School while completing the course.

Pay If Accepted

If the student who has finished the course is accepted for the V-3 (radio) rating, he will receive $78 per month as radioman, third class, instead of the regular apprentice seaman's pay of $50. Fred Moore, one of our engineers and instructor in the new school, a radio operator during the last war, pointed out that most of the students probably could make a chief's rating within two years, thus doubling their pay. Students stress the fact that, in addition to a good start in the Navy, the radio training gives them a dependable vocation when the war is over.

In every respect the course conforms to Navy standards. When the students have finished their training here, they will receive more advanced training at the Navy Radio School at Newport, R. I. The training attracts men of many various occupations, judging from the group of those currently enrolled at WFIL, including a stenographer, a photographer, a drill press operator, a pressman, an office manager and a shipyard worker. WFIL has received many letters of application from men over the age limit, or physically ineligible, eager to take advantage of this opportunity for specialized service training, thus showing how widespread is the interest in the school.

The Navy sincerely hopes that enough radio stations will establish similar schools all over the country to fill the need for operators. In this respect, if the radio stations of America will carry on the work started here, we can, and we will meet the Navy's need for technical men in this field. I will gladly place at the disposal of any interested station any and all necessary information as to organization and maintenance of a Navy code school.

SWEENEY TELLS IT

And Iowa U Students Will Find Out How

THE VOICE of Warren Sweeney, CBS announcer, has been selected by Earl McGill, CBS casting director, to be recorded for study and analysis by students of speech at Iowa U. McGill chose Sweeney's voice in response to a request to CBS from a university professor for a model announcing voice.

Sweeney's voice was chosen because "it has clarity without getting in your hair, and wins confidence." The announcer is heard on CBS on *Saturday Night Serenade* for Pet Milk Sales Corp., and on Edward R. Murrow's news program from London for International Silver Co. Sweeney also announces New York Philharmonic concerts on CBS.

Blue Welcomes KXEL

EDGAR KOBAK, executive vice-president of the BLUE; FCC Chairman James L. Fly; and Senator Clyde L. Herring of Iowa were featured speakers on a special BLUE program presented July 31 to welcome KXEL, Waterloo, Ia., to the BLUE. The new affiliate also was saluted last week on various sustaining BLUE shows from New York and Chicago.

Chicago Fur Spots

ASSOCIATED FUR INDUSTRIES of Chicago has placed a total of 150 station break announcements a week during August on six Chicago stations: WBBM WCFL WJJD WAIT WAAF WGES. The campaign, a cooperative project of the Chicago fur retailers, is built around the theme "if you don't know furs, know your furrier." Robert Kahn & Assoc. Chicago, is agency.

More than 50,000 Navy Yard workers in my primary. They listen to me . . .

WHEB

Portsmouth, New Hampshire

Nat. Reps.: JOSEPH HERSHEY McGILLVRA
Boston Rep.: BERTHA BANNAN

XUM

Mightiest Weapon

One night I dreamt of war and the weapons of war.

Before my startled eyes they swept in terrible wonder . . . the screaming bombers, the ponderous tanks, the belching cannon.

Here, I thought, are the mightiest weapons on earth. These are the weapons we build and the weapons our enemies build. Whoever builds strongest and fastest wins.

The next morning, in the sunlight, I knew there was more to it than that. For I remembered the mightiest weapon of all . . . the weapon that urges men to build stronger, think better, fight harder, smile longer.

This is the weapon we use. The weapon the enemy scorns.

TRUTH leads to VICTORY.

BROADCASTING

BROADCASTING
and
Broadcast Advertising

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor

Published Weekly by
BROADCASTING
PUBLICATIONS, Inc.

Executive, Editorial And Advertising Offices
National Press Bldg. • Washington, D. C.
Telephone—MEtropolitan 1022

NORMAN R. GOLDMAN, Business Manager • BERNARD PLATT, Circulation Manager
J. FRANK BEATTY, Managing Editor

NEW YORK OFFICE: 250 Park Ave., Telephone - PLaza 5-8355
BRUCE ROBERTSON, Associate Editor • MAURY LONG, Advertising Manager

CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 • S. J. PAUL

HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone - GLadstone 7353 • DAVID H. GLICKMAN

WEST COAST ADVERTISING REPRESENTATIVES: DUNCAN A. SCOTT & CO.
San Francisco, Mills Building • Los Angeles, Western Pacific Building

Subscription Price: $5.00 per year—15c a copy • Copyright, 1942, by Broadcasting Publications, Inc.

Plugs That Are Ugly

NOT SO MANY years ago, the advertiser who ventured a fling at radio was inclined to turn on high pressure commercial plugs. After all, the selling power of the microphone voice was then an unknown quantity.

But times have changed, and so have plugs — most of them, at least. The indirect sales message, the deft quip, even kidding the sponsor and his product—all these have proved to be potent radio sales technique. High pressure isn't necessary; bad taste never was.

Yet there remain on the air, despite codes and ethical standards and plain horse sense, a few offensive accounts and a few offensive commercials. Some broadcasters are still blinking at distasteful and over-long commercials.

Thus the industry finds itself vulnerable when one of the world's most widely circulated periodicals, *Reader's Digest*, which is not supported by advertising and thus grinds no competitive ax, devotes the lead article of its August issue to what it titles "Radio's Plug Uglies". Taken harshly to task and placed under a pitilessly glaring spotlight, all broadcasters find themselves suffering for the sins of a few.

Though the *Digest* has always been friendly to the broadcast medium and itself has been a frequent user of spot, the writer of its article, Robert Littell, who also handled its famed cigarette survey, placed the industry as a whole in an unfair position by making broad and harsh statements that aren't adequately borne out by the facts presented. That no ill will motivates him, is manifest from the kudos he gives the American radio system. But he does stretch his points.

For example, he makes the curious statement that radio advertising has become more rather than less irritating since Pearl Harbor. Yet the only semblance of support for this statement is the suggestion that people are listening anxiously for war news and that many sponsors are tying in their product with the war effort.

Such a statement falls far below the usual standards of this great periodical, with its wide following and general acceptance. Apparently much of the material is based on a random "survey" of "over a hundred fellow citizens, from cooks to engineers." Who really were this hundred? The article fails to mention the vital factors in all surveys: What questions were asked? How were they submitted? Was the consensus really so bitter about radio as a whole?

While the *Digest* unfortunately has been guilty of sloppy investigating and incomplete reporting, the fact remains that radio—or some segments of it—has left itself wide open to generalized criticism by countenancing a few undesirable accounts and unnecessarily distasteful plugs that admittedly do annoy listeners. Radio is too vital and important a medium for most advertisers not to listen to reason when it comes to technique of presentation; some of the offensive commercials Mr. Littell mentions, we firmly believe, could do just as good a selling job with more intelligent scriptwriting.

It hurts to get hit below the belt, but that's one of the penalties of vulnerability.

Check Your Personnel

THERE'S A LESSON to be learned by all station managers from the experience of the local station in Maryland [BROADCASTING, July 27] which found, shortly after it had dismissed an utterly unsuspected announcer who had been employed on its staff for some ten months, that FBI agents had picked him up as an enemy alien. Using a nom de plume, he turned out to be a German baron. All the station knew about him was that he had come well recommended from an announcing school, that he was a reasonably good announcer and that he was a cocky young man who claimed a Harvard education and spoke English, French and German fluently.

Whether the chap was a German spy, only the FBI knows. He was hired well before Pearl Harbor, so the station's management can hardly be blamed for harboring him. But in today's station operations, difficult as it is for all employers to get replacement personnel for the men called into the armed services, there is no excuse whatsoever for failure to get the pedigree and history of all new persons hired. A good idea might be to demand not only references, which should be thoroughly investigated, but a birth certificate.

In that connection, the Foreign Language Wartime Broadcast Control, committee headed by Arthur Simon, manager of WPEN, Philadelphia, is advising all foreign-language stations to exercise particular care in hiring new personnel, especially those coming from other stations. Mr. Simon's committee has arranged with Lee Falk, foreign-language division chief of the Office of War Information, to advise any foreign-language station manager on persons under consideration for employment and Mr. Falk has agreed to reply promptly to all inquiries. This is a precaution whose importance cannot be too much emphasized.

No Use Griping

THE RADIO stations, mostly little fellows, left out of the paid advertising schedule for the scrap salvage drive are up in arms, quite properly resenting the fact that the newspapers got the bulk of the appropriation and larger stations some driblets of it, while they are called upon by Uncle Sam's war publicity agencies to continue to give of their substance to this as to other wartime campaigns. They have even enlisted Congressional support for their plaints.

While the Washington authorities sympathize with them, the fact is that both the scrap iron and fat advertising campaigns are being conducted by private interests as a contribution to the war conservation effort. Washington and the advertising industry's Advertising Council approved the campaign and okeyed the copy, but had not a whit of authority over media and placements. It isn't Government money that is being spent; if it were, we venture the opinion, based on the heightening esteem the advertising weapon enjoys among Federal war authorities, that radio would certainly get its just share.

It looks as though the newspapers did a better selling job of their medium to the associations placing the campaigns. It seems as though the deed having been done, radio's present mood should not be one of crying out against discrimination but rather of alertness toward future opportunities in similar fields. Running to Congressmen won't help; even a Congressman cannot tell any sponsor where and how to spend his money.

There will be more such campaigns, we expect, and radio's salesmen should be in there pitching for the business. Meanwhile, no station, large or small, should drop its cooperation with any of the war drives, paid for or not. The larger national interest transcends private gain.

The RADIO BOOK SHELF

THE 1942 *Yearbook* of the Institute of Radio Engineers, containing a full list of its membership in all classes, was released to members last week. It is not for sale or for non-member circulation. The *Yearbook* also contains full data on officers and directors, committees, sections etc., along with reports, constitution and information on the history and services of the IRE.

BOOK written by Upton Close, NBC Hollywood commentator, and published in 1933 under title, *Behind the Face of Japan*, is being re-issued by D. Appleton-Century Co. in early fall. Volume is a study of various Japanese high officials. It contained the conclusion that war with Japan was inevitable and predictions on how it would start. Only changes in the book are reversing past tenses to present.

We Pay Our Respects To —

KENNETH HOMER BERKELEY

KEN BERKELEY, who on Aug. 1 took over as the new general manager of the *Washington Star's* WMAL and as Washington manager of the BLUE Network, is a chap who turned an early hobby into a lifework.

Back in 1912 he was bitten by the radio bug and the infection has never been cured. By the time he was attending the old Business High School in Washington, he had a first-class commercial operator's license and a 5-watt "ham" set. Not content to chat back and forth with the few fellow "hams" of those pioneer days, he used to run off phonograph recordings, just for variety's sake.

He admits now that the time he spent with his tubes and dials didn't do much to make book learning any easier, but the knowledge he gained in the fundamentals of transmitting sound through the air have paid him a hundredfold.

Soon after he was graduated from high school, the first World War broke out. Before the first draft, when the Army sought civilian volunteers for duty in France, he was one of first in line. Once in France, the Army wanted to know what he could do. The answer was quick. "I've got a radio operator's license." Before he had a chance to say anything else, he was assigned to the Army Air Corps communications section at Tours. His job was to install radio sets in planes and test them.

He spent 18 months in France and it was during this time that he participated in an early radio "first." And perhaps it was this incident that helps him keep his calm when the hurry and bustle of present day special events begin to break around his head.

Back from France he joined the U. S. Shipping Board in Washington. But the radio bug was still working. He continued with his "ham" set, and then gave up his Government job in 1923 to go to work for RCA which had just opened WRC. Those were the days when radio manufacturing companies built radio stations so the folks who bought their sets would have something to listen to.

When he joined WRC, it was located—studios, offices and transmitter—in a bank building far from the capital's business district. It was a far cry from the modernistic studios and offices WMAL and the BLUE occupy now in the heart of the business district, only two blocks from the White House. WRC used to be on the air two hours every other afternoon and two hours nightly. There was a staff of five, including executives, clerks, engineers and announcers.

Programming in those days was simple. Anybody who even claimed to have a voice got a chance to try out his talents on the few persons who owned sets. When some delinquent "soprano" failed to make an appearance Berkeley or one of the announcers would go before the mike and read what was euphemistically called "filler." This consisted of sheet after sheet of "current events," grandaddy of the present streamlined news broadcast. They just read the "filler" until the "soprano" put in an appearance. If she didn't, they read until the next program was scheduled to start. Commercials were unheard of; in fact they were so obscure that Berkeley can't even remember when they put the first one on the air.

What the station lacked in studio talent, it made up in announcing. Members of the announcing staff at one time or other included Ted Husing, Norman Brokenshire, John Gannon, the late John B. Daniel and George Hicks.

Back in 1924 and '25, Berkeley recalls, "network" broadcasting was attempted. Postal Telegraph lines were leased between New York and Washington linking WJZ and WRC. This was considered a great achievement, but Berkeley points out that anything more than a normal breeze would throw the lines out and there would be a general rush for the "filler" file. No one was ever quite sure, when a program started from New York, just how long it would be on the air, nor was there any advance warning when New York would start feeding a program. It just happened. When the station was off the air the whole staff participated in a democratic game of blackjack, just to pass the time.

In 1926 RCA formed the National Broadcasting Co., and three years later Berkeley was named manager of the station, succeeding the late Ralph Edmunds. Then, in 1933, NBC leased WMAL and Berkeley was named general manager of both outlets.

No remote control executive, Berkeley has his finger in every department. He knows the status of every spot contract, the engineering overtime, the latest news bulletin and the profit figures to the minute.

Of medium height, he's of a wiry build with receding brown curly hair. Taciturn almost to the point of being retiring, he is nonetheless personable and gets things done unobtrusively yet with a speed that leaves most of his employees dizzy.

A native Washingtonian, Ken Berkeley was born in 1898 and was married to the former Thecla Huelshoff, of Dubuque, Ia., in 1925. They have one daughter, Betty, 16. With her there's a constant point of dissension in the Berkeley household. Betty likes swing, Daddy likes sweet music. And if Daddy's station doesn't have swing, Betty makes no bones about tuning in another with swing, even if it is a hot competitor.

Just to be sure he doesn't miss anything on the air, Berkeley has eight sets in his home, including five table or cabinet models and three portables. There's even a set in the bathroom, which incidentally also boasts a telephone.

No lover of organized sports, he does like his exercise. He goes for table tennis, badminton and golf. He is a whiz at table tennis, fair at badminton and terrible at golf.

Personal NOTES

JOHN C. WOODEN, former district manager for ASCAP with headquarters in Des Moines, has been named supervisor for the midwestern district of ASCAP, succeeding R. W. Rome, a lieutenant (j.g.) in the Navy now training at Northwestern U. Wooden's post in Des Moines will be filled by Martin Meltzer, formerly of ASCAP's New York staff.

JACK R. HOWARD, president of Scripps-Howard Radio and assistant executive of the *New York World-Telegram*, and Mrs. Howard are the parents of a son, Michael Balfe, born at French Hospital, New York, July 26. Mr. Howard is the son of Roy W. Howard, head of the Scripps-Howard newspapers.

L. W. BROCKINGTON, K. C., formerly chairman of the board of governors of the Canadian Broadcasting Corp., is now in Britain where he is associated with the Department of Information. He started weekly broadcast talks to North America on Aug. 2.

LEWIS ALLEN WEISS, executive vice-president and member of the MBS board of directors, has been elected commander of the Southern California Chapter of the Military Order of the World War. Weiss served as a captain of cavalry in World War I.

HUB JACKSON, until July 1 manager of KTHS, Hot Springs, Ark., has been appointed sales manager of WGAC, Augusta, Ga.

BIRNEY IMES Jr., owner of WCBI, Columbus, Miss., has been promoted from first lieutenant to captain in the Air Force.

HARRY MAIZLISH, general manager of KFWB, Hollywood, has returned to his desk after New York agency conferences.

CLARENCE TALBOT has been named late night operations manager of KOIN, Portland, Ore.

PAUL BARLETT, manager of KFRE, Fresno, is the father of a boy born July 18.

JACK STAFFORD, former manager of the record departmnt of the Eastern Co., Boston, has joined the sales staff of Columbia Recording Corp., New York, replacing Fred Cook, who has resigned to join the OPA. Stafford is district manager for the New England territory and continues to live in Boston.

C. J. MARSHALL and Herbert Smith, credit manager and purchasing agent, respectively, of KHJ, Hollywood, have joined the Army. Leon M. Ashley has taken over Marshall's former duties.

DUDLEY E. WILLIAMSON, formerly on the sales staff of Pacific Northwest stations, has joined KQW, San Jose, as account executive.

MITCHELL A. CURTIS, assistant radio news editor of Press Assn., New York, AP radio subsidiary, is the father of a girl born July 22.

JOHN J. GAINES, formerly advertising manager of the *Athol* (Mass.) *Daily News* has joined the local sales staff of WFEA, Manchester, N. H.

HAROLD A. SAFFORD, program director of WLS, Chicago, has been elected to the board of trustees of the Farm Foundation, organization started by the late Alexander Leggs, president of International Harvester Co., for agricultural research and development. Mr. Safford succeeds Frank E. Mullen, vice-president and general manager of NBC.

BURRIDGE D. BUTLER, president, and Glenn Snyder, vice-president and manager of WLS, Chicago, are on a combined business and pleasure trip to Arizona and the West Coast. Mr. Snyder will be gone about two weeks and Mr. Butler several months.

THOMAS SCHEER, formerly of *Printers Ink* and Lambert Fox & Co., has joined WHO, Des Moines, as a sales promotion manager, replacing Maurice McMurray, now in the Army.

EDDIE LEONARD, of the commercial staff of WFBL, Syracuse, joined the Army recently.

JON ROBERT McKINLEY, sales manager of WFDF, Flint, Mich., recently married Jean Brandes of Flint.

ED WILKERSON, commercial manager of WSLI, Jackson, Miss., attended the Lion's International Convention in Toronto as Jackson delegate.

← Right! This is proved by mail surveys in 54 important Missouri and Kansas counties. May we show you tabulated results?

PHIL EVANS
Director, Farm Service

He supervises nearly 30 solid hours of farm service programs presented by KMBC each week. Nationally-known livestock executive, he's the former Goodyear Farm Commentator on NBC.

BOB RILEY
KMBC Marketcaster

For the 4th year, KMBC is the only station authorized to broadcast market reports direct from the K. C. Livestock Exchange. Bob Riley is heard on KMBC exclusively.

THESE ARE THE TWO MOST POPULAR FARM RADIO PERSONALITIES IN THIS VAST AGRICULTURAL AREA. THE MOST POPULAR FARM SERVICE STATION, OF COURSE, IS

KMBC
OF KANSAS CITY
Free & Peters, Inc. CBS Basic Network

BEHIND the MIKE

DAN O'BRIEN, Alton Kastner and Oliver Vaughn of NBC's press department, left last weekend for duty with armed services. Kastner and Vaughn on Aug. 8 will start preliminary training for officers commissions in the Navy, while O'Brien has accepted a commission in the Marine Corps.

CHARLOTTE MOORE LEWIS, daughter of Mr. and Mrs. Edwin Constant Lewis, of White Plains, N. Y., was to be married Aug. 2 to Thomas Asa Gage, of Kinderhook, N. Y. Her mother, Mrs. Dorothy Lewis, is coordinator of listener activities of the NAB.

LILLIAN WINTER REILLY, wife of Jack Reilly, KOY, Phoenix, manager, has joined the Woman's Army Auxiliary Corps and is taking the officer training course at Fort Des Moines.

JOHN E. MURPHY, staff writer of the *Cincinnati Post* for 11 years, has been named publicity director of WCKY, Cincinnati, according to L. B. Wilson, president and general manager. Elmer H. Dressman, continuity writer and former publicity director, will devote his full time to continuity.

BETTE JEAN MINER has been appointed traffic manager of KFRE, Fresno, Cal., succeeding Mrs. Evelyn Vail, resigned.

KENNETH AITKEN, announcer-technician of KFRE, Fresno, Cal., recently became the father of a girl.

MIKE FRANKOVITCH, formerly KFAC, Los Angeles, sports announcer and a first lieutenant in the Air Corps Reserves, has reported to officers training school at Miami Beach.

CLYDE CADWELL, formerly of NBC Hollywood guest relations staff has joined KIEV, Glendale, Cal., as announcer. He replaces L. E. Patrick who resigned to join the Navy.

DICK TERRY, announcer of KMTR, Hollywood, has been inducted into the Army. He recently married June Preisser, film actress.

JIMMY HAYES, former KOY, Phoenix, announcer, and now a Naval Reserve cadet, is taking pre-flight training at St. Mary's College near Oakland, Cal.

AL CHANCE, producer of WBBM, Chicago, is the father of a boy, William Forrest, born July 22.

WHEB's 'Youngest'

KEITH BOSS, staff announcer at WHEB, Portsmouth, N. H., began his announcing duties with the station just after his 13th birthday. He has been with the station almost four years. Although going on 17 Keith is already 6 feet 4!

RALPH KISH, formerly of the advertising and sales promotion department of Gotham Gold Stripe Co., New York, has joined the announcing staff of WWRL, New York, replacing Hal Graves, who has joined WGBB, Freeport, N. Y.

BILL HOWARD, former CBS page, recently assigned to the statistical division of the CBS copyright division, is directing *Curtain at 9*, half-hour dramatic show heard Sundays on WBYN, Brooklyn.

ZACK HILL, formerly of WJBK, Detroit, has joined WWJ, Detroit. Myron Golden, WWJ continuity writer, is now with NBC Chicago. Janet Jenkins, former secretary to Ty Tyson, WWJ sportscaster, in now in officers training school with the WAAC in Des Moines.

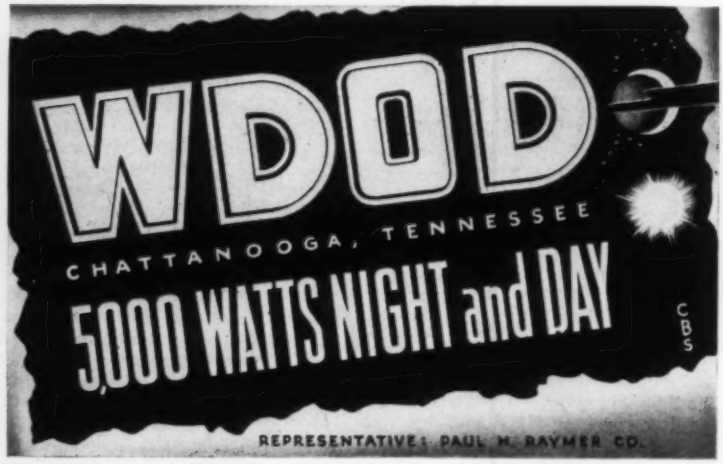
JAMES CIPRIANO, announcer of WBRY, Waterbury, has joined the Army Signal Corps.

MURIEL DARVILLE has been added to the continuity staff, Stewart Cameron to special features, and Larry Roller to production at WJNO, West Palm Beach, Fla.

DON ALBERT, musical director and orchestra leader of WHN, New York, has been appointed conductor of the New Jersey WPA Philharmonic Orchestra, broadcasts weekly over WHN.

Younger Still

LATEST claimant to the title of radio's youngest is Charles Grady, announcer-operator of WLOK, Lima, O. The station in answer to claim of Jack Merriman, KROY, Sacramento [BROADCASTING, July 20], says that Grady joined the station on May 1, just 19 weeks after his 16th birtday. Last week WDRC-W65H, Hartford, bettered the record by entering its 16-year-old control operator, Jack Lennoff. However, this newest entry of WLOK is younger by 34 days.



ED HARVEY, news writer of WBBM, Chicago, has been commissioned an ensign in the Navy, assigned temporarily to Great Lakes, Ill. He is succeeded by Earl Horrigan, formerly editor of the house organ of Hibbard, Spencer & Bartlett, Chicago.

JOHN LINDSAY, formerly program director of WEIM, Fitchburg, Mass., and Al Gerard, previously chief announcer of WGKV, Charleston, W. Va., have joined WTRY, Troy, N. Y.

ROBERT SANFORD of New York has been named head of the public relations department of WORL, Boston.

BOB GENTRY, formerly program director and continuity editor of KOMO-KJR, Seattle, has joined the Army Air Forces. John Pearson succeeds him.

JOHN BURTON has replaced William Parker as commentator on the six-weekly quarter-hour program, *Inside the News*, sponsored by Thrifty Drug Co., Los Angeles (chain), on KFI, that city.

JERRY ORNSTEIN has joined the announcing staff of WPEN, Philadelphia, succeeding Jerry Piven.

ROSELYND LARGMAN, continuity writer of W53PH, adjunct of WFIL, Philadelphia, has taken over the post of continuity writer for WFIL, succeeding Frieda Bloom, who resigned to be married.

C. CABANNE LINK, publicity director of KMOX, St. Louis, has been called into the Army and is stationed at Jefferson Barracks, Mo. His secretary, Marguerite Moorman, is assuming his duties temporarily.

ERNIE SANDERS, formerly an announcer of WHO, Des Moines, has been promoted to the rank of major. Maj. Sanders is currently in a veterans hospital at Muskogee, Okla., while a fractured arm mends.

LEWIS W. SHOLLENBERGER, formerly of the United Press Washington staff, has joined the newsroom of WJSV, Washington.

ROLAND TRENCHARD, long in radio, and recently head of the O'Mealie Outdoor Adv. Co. promotion department, is now public relations director of WAAT, Jersey City.

SHERWOOD DURKIN, announcer of KMBC, Kansas City, known as Harry Douglas, has joined the Army, and is temporarily stationed at Fort Leavenworth. Pvt. Myron Curry, formerly an announcer of KMBC, is at the radio school, Scott Field, Ill.

ROBERT MADDOCK, formerly night bureau manager of UP in Milwaukee and staff writer of UP, Chicago, has joined the newsroom of WGN, Chicago.

JOHN LAIR, music director of WLS, Chicago, six years ago, has returned to WLS to assist in planning, writing and production of the *National Barn Dance*. He will work two days weekly in Chicago and commute from his home in Renfro Valley, Mt. Vernon, Ky.

HOWARD BLACK, former announcer of WMMN, Fairmount, W. Va., has returned to WLS, Chicago as m. c. of *Smile A While*, early morning participating program six days weekly.

GEORGE OSWALD, guide of NBC-Chicago, has entered the Army.

JUNE MERRILL, formerly conductor of a women's program on WIOD, Miami, has joined WLS, Chicago, succeeding Jane Tucker on a similar program heard six quarter-hours weekly. Miss Tucker recently resigned to be married to C. O. Swayzee, of Washington.

JOHNNY WILCOX, announcer of WHBF, Rock Island, Ill., has become the father of a baby girl.

RAY VALLEN, formerly salesman of WIOD, Miami, is now a private at Ft. Bragg, N. C.

WAYNE GRIFFIN, formerly program director of KFYR, Bismarck, N. D., is now an announcer with BLUE Chicago. Bob MacLeod, announcer of KFYR, has succeeded Griffin. Cal Culver, formerly of KFIZ, Fond du Lac, Wis., has joined KFYR as an announcer.

ROY VERRET, formerly of WHJB, Greensburg, Pa.; KQV, Pittsburgh; and WKAT, Miami Beach, has joined the program department of WIOD, Miami.

RALPH LANGLEY, formerly of KTUC, Tucson, Ariz.; Ronald Rule, from KFPY, Spokane; Herb Smith, from KOH, Reno; and Charles Jackson, of Portland, have joined the announcing staff of KOIN, Portland.

JOHN WREDEN, Hollywood writer, has been signed for the weekly NBC *Great Gildersleeve*, sponsored by Kraft Cheese Co. when the series resumes in the fall. He succeeds Leonard Levinson, who resigned to join the radio division of the OWI.

JOHN B. HUGHES, Hollywood commentator of Mutual-Don Lee Network, has been signed for a series of weekly lectures titled 'Bombs Over America,' to be given at the College of Life, Los Angeles.

BILL SABRANSKY, NBC Hollywood organist, has joined the Army Air Force and is stationed at Santa Ana, Cal.

HUGH BRENNEMAN, formerly of WTCM, Traverse City, Mich., has joined the announcing staff of WFDF, Flint, Mich.

LARRY ROTHMAN, formerly program director of WALB, Albany, Ga., is now an officer candidate at Camp Davis, N. C.

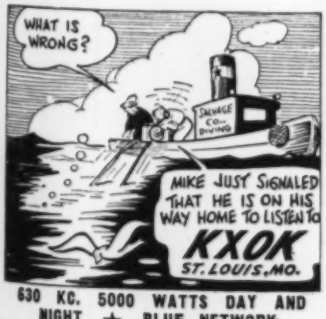
FRED HAYES, formerly of WBLK, Clarksburg, W. Va., has joined the announcing staff of WSAZ, Huntington, W .Va. James Martin, news editor, and continuity director of WSAZ, recently became the father of a baby girl.

RALF BRENT has been appointed program director of W47NY, New York.

NEAL MOYLAN, special events director of WFBL, Syracuse, has been accepted for the Army Air Forces. He remains at WFBL subject to call. *Harmony House* on WWDC, Washington. The program consists of interviews, comments on Washington women, and recorded music.

MARY DORR, formerly in radio at Oakland, Cal., is now conducting JAMES G. MACDONALD, BLUE news commentator, has resigned from the New York City Board of Education to devote full time to his news broadcasts, which are scheduled five times weekly 2:30-2:45 p.m., and Saturday evenings at 9:45.

KATHRYN CRAVENS, womens news commentator who has conducted *News Through a Woman's Eyes*, five weekly program on WNEW, New York, has resigned. She will continue as a radio commentator, but has not yet announced further details as to her plans. No replacement has been announced at WNEW.



630 KC. 5000 WATTS DAY AND NIGHT ★ BLUE NETWORK

KYA Staff Shifts

A NUMBER of personnel changes have been made at KYA, San Francisco, recently purchased from the Hearst Radio Inc. by the Palo Alto Broadcasting Ltd., whose president is Wilfred Davis. Program and assistant manager is Edd Rountree, succeeding Deane Stewart, now with KQW, San Jose. Don Fedderson has been named sales manager. No longer connected with the station are Lilian Holmes formerly sales coordinator; Ruth Keator, publicity director and director of home economics programs; George Taylor, account executive, now program director of KSAN, San Francisco; Hal McIntyre, chief announcer, now a technician with KSFO; Connie Duprey, receptionist; and Darrell Donnell, newscaster, who has been commissioned a lieutenant in the Navy. Clarence Leisure has been named chief announcer and Paul Schulz remains as chief engineer as well as being named to the executive staff of the station's policy - making board. Janet Kistemann, traffic manager, remains.

IRVING STROUSE, program manager of WINS, New York, has resigned. His duties will be absorbed temporarily by Bill Harding, chief announcer, Ed Oates of the engineering staff, and Mrs. Hazel Bower, who handles programming.

JOHN HARPER, CBS staff announcer, has left the network to produce technical films for the Army Air Force at Wright Field in Dayton.

EARL MULLIN, BLUE publicity manager, on July 31 gave a talk on "Radio's Coverage of the War" before the senior class of Scarsdale High School, Scarsdale, N. Y.

IDELLA GRINDLAY, office manager of the NBC production division, has received a military leave of absence to serve as administrative assistant to Capt. Howard L. Nussbaum, chief of radio, public relations division, Army Air Force. Her husband is Edgar P. Kempr, former NBC supervisor of master control, now on active duty with the Navy.

CARTER REYNOLDS, formerly of WMT, Cedar Rapids, Ia., is now announcing for KSO-KRNT, Des Moines, pending his Army induction.

JAMES A. COCHRAN, in a personnel shift at WSPD, Toledo, has been appointed acting production manager; Bob Evans, sports announcer, is handling special events; and Glenn Jackson has been named chief announcer.

WEVD

NEW YORK'S STATION OF DISTINCTIVE FEATURES

NOW 5000 WATTS

The unique position of WEVD with a large section of Metropolitan New York's radio audience is evidenced by—

(1). The feature boxes of newspaper radio program pages

(2.) The large number of famous advertisers on the station continuously year after year.

Ask for "Who's Who On WEVD" . . . sent on request.

WEVD

117-119 West 46th St., New York, N. Y.

★ AMERICA'S FIRST COAST-TO-COAST DAILY SPORTSCASTER

SAM BALTER

NOW TRANSCRIBED

(already on 60 stations with an amazing history of success)

4 Years Coast-to-Coast Mutual Network!

U. S. OLYMPIC GAMES STAR!

Said TIME Magazine: "Enormously popular with sports addicts, he has been a big help in boosting the sale of Phillies, claimed to be over half a billion cigars a year, in keeping Bayuk Cigars, Inc. in the black. . . . A one-time high school teacher from U.C.L.A., Balter wrote action stories for the pulps, treated scripts for Universal . . . he squeezes the last drop of melodrama out of horse racing, ball games, fights, wrestling bouts." 390 5-minute stories titled "ONE for the BOOK—by Sam Balter" . . . exciting, dramatic, tense moments in sports. Transcribed!

WRITE OR WIRE FOR RATES AND AVAILABILITIES

FREDERIC W. ZIV INCORPORATED

• 2436 READING ROAD, CINCINNATI, OHIO
• 485 MADISON AVENUE, NEW YORK CITY

RUTH HUTCHINSON, formerly of WLOG, Logan, W. Va., is now women's program director of WBRW, Welch, W. Va. Sid Tear, formerly of WSJS, Winston-Salem, is now announcer-engineer at WBRW.

GLADYS HEEN, actress of NBC-Chicago, on July 26 was married to William T. Ragsdale Jr., of Chicago.

DEANE STEWART, formerly program director of KYA, San Francisco, has joined KQW, San Francisco.

LEITH STEVENS, Hollywood musical director of the weekly NBC *Remarkable Miss Tuttle*, is recovering from injuries received when thrown from a horse.

GENE ENGLISH, formerly in charge of auditions at KNX, Hollywood, is the father of a girl born July 25. English recently resigned to take a Government war post.

LT. STARR SMITH, Army Air Forces, formerly special events announcer of KALB, Alexandria, La., on July 15 married Virginia Seifert.

FRANK WISE, former night coordinator of KSL, Salt Lake City, has joined the Army Signal Corps at Fort Monmouth, N. J.

BILL McCRORY, formerly of KTHS, Hot Springs, Ark., has joined the announcing staff of KSO-KRNT, Des Moines, Ia.

JOHN KLOPMAN, assistant to Bill Webb, NBC director of institutional promotion, reports for Army duty at Camp Dix July 30. He is replaced by Brendan Griswold, recently engaged in NBC's personnel survey.

ISABELLA KING BEACH, who gives recipes during commercial announcements on NBC *Vic & Sade*, sponsored by Procter & Gamble Co., is writing a book on cooking and home making for the *New York Herald-Tribune*.

"NO REFLECTION ON OTHERS— BUT WDAY, AT FARGO, IS THE ONLY STATION COVERING THE WHOLE RED RIVER VALLEY AND ITS $626,000,000 EFFECTIVE BUYING INCOME!"

WDAY FARGO, N. D. 5000 WATTS-NBC
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NAT'L REPRESENTATIVES

Meet the LADIES

SALLY MARTIN

IT TAKES personality and plenty of it to get movie stars, major league baseball players and orchestra leaders out of bed before noon. Sally Martin does it practically every day for WDBO, Orlando, Fla., on her *Voice of the Sun Empire* program. From 11:15-11:30 a.m., Sally chats with celebrities about books, food, movies, clothes in an informal and casually humorous way.

But Sally's interest in human nature goes further than celebrities. Her featured guest may be a little four-year-old with a doll in her arms, or a grandfather interested in old-time recipes.

Ambidextrous was the word for Sally when she started in radio following a background of newspaper columning, kindergarten instructing, college dramatics and writing of music and poetry. In addition to stenographic duties she filled in on the studio organ and piano. She still writes music; her latest song, "Pennies in a Tea Cup", was published by BMI and a vocal composition, "Curfew", recently was awarded a second prize by the Florida Poetry Society. Other extra-curricular activity includes entertaining boys in khaki at service clubs and organist in a church.

Sally's real name, by the way, is Myrtle Louise Carry.

JACK SHERMAN of the production staff of WHBF, Rock Island, Ill., has been appointed production director.

Scripts Offered Gratis By Writers' War Board

WRITERS' War Board, New York, in cooperation with the Assn. for Education by Radio, is sending each month to schools and colleges active in local educational broadcasting a "War Script of the Month." The contribution, royalty free for local non-commercial use, is aimed to help schools participate in the war effort.

Erik Barnouw, Columbia U, is chairman of the committee for selection of scripts, appointed jointly by the WWB and AER. Other members are Joseph Brechner and Glenn Wheaton, War Dept.; Wilson Bower and Elizabeth Cunningham, Los Angeles County Schools; Norman Corwin; John Carlile, U of Alabama; Arch Obeler; Jean Simpson, Chicago Radio Council; Carlton D. Morse; Luella Hoskins, New York U; Clara Nelson.

First script sent out during July was Stephen Vincent Benet's half-hour play *They Burned The Books*. Future scripts will vary in length.

WOR Changes

RECENT personnel changes in the engineering division of WOR, New York, include the transfer of Gerre Barton from public address to regular broadcast operations. Joseph Brown replaces Harry Brown as non-technical building maintenance technician of the Carteret, N. J., transmitter. Temporary replacements to fill vacancies created by those leaving to enter military service include: Bernard Boyle, acting senior supervisor, for Paul Reveal; Howard Donniez, acting assistant supervisor, for Cyrus Samuelson; Lewis Tower and William Boher, acting assistant junior supervisors, for Donniez and Boyle.

Gunnison Safe

ROYAL ARCH GUNNISON, former MBS correspondent in Manila, who with his wife was reported interned in that city by the Japanese, has been reported safe in the official list of war prisoners released by the American Red Cross, according to word received last week by his mother, Mrs. Helena Gunnison, of Seattle.

RCA-VICTOR, New York, has added a weekly series titled *Our Musical Chain* to its list of 27 musical features now being shortwaved to Latin America, via NBC.

PIONEER SHEPARD
Veteran Celebrates 20 Years In Broadcasting

REPUTED to be the first broadcaster to conceive and execute the idea of network broadcasting when his Boston station WNAC on Jan. 4, 1923 was hooked up for 3½ hours with the then AT&T's New York station WEAF, John Shepard 3d on July 31 celebrated 20 years in the broadcasting industry. The date was also the anniversary of the opening of WNAC.

Mr. Shepard

For the veteran Mr. Shepard many "firsts" are claimed—

First to recognize the value of sports events as radio entertainment; first to popularize FM; first to broadcast a complete opera, first to give radio complete weather service; first to set up an independent news gathering service; first to use the halfwave vertical antenna; first to use live and dead-end studios; first to construct studios expressly for FM; the first to conduct a listener survey.

He started broadcasting July 31, 1922 when the assets of WNAC consisted of two announcers, a control room, a clothesline antenna and his own belief in the future of radio. He was then in his family's department store business.

Today, in addition to heading the Yankee Network, he is past president of FM Broadcasters Inc., president of American Network, the coast-to-coast FM chain; chairman of the Broadcasters Victory Council; past president of the National Assn. of Regional Broadcast Stations; one of the founders of Broadcast Music Inc.; and a member of the board of MBS.

Japs Ban Manufacture, Seize Equipment in P. I.

STEPS to stop "illegal wireless communication and broadcasts" in the Philippines are being taken by the Japanese, according to broadcasts by the Japanese-controlled radio at Manila received by the FCC.

The order, Military Ordinance No. 16, stated that the manufacture or the acquisition of wireless telegraph or telephone apparatus or equipment was prohibited and all such materials will be purchased by the Japanese forces. The ordinance warned that all violators would be severely punished according to military law. Repairs of radio receiving sets and sales of parts required for such repairs were exempted from the order.

WILLIAM L. MARTIN, trading as the Waterbury Pen Co. and Radio Advertising Service, Chicago, has entered a stipulation with the Federal Trade Commission in which he agreed to discontinue using the name Waterbury in connection with or as part of the trade name for his fountain pens; representing that the pens are manufactured by a nationally known manufacturer or that he manufactures the pens or actually owns or controls the factory in which they are manufactured.

Western Writers Convene

WRITERS' Conference of the West has been scheduled Aug. 28-30 in Oakland, Cal., according to an announcement by Eva Louise Blum, publicity chairman. The Conference is sponsored by the California Writers Club and will have a radio section under the direction of Elizabeth Pennell, formerly of CBS and KROW, Oakland, and now manager of Ewing C. Kelly Advertising, San Francisco. Also featured will be a radio script contest.

Film Rights Sold

COLUMBIA PICTURES has contracted for exclusive screen rights to the radio series on CBS titled *The Crime Doctor*, which is sponsored by Philip Morris & Co., New York, for its cigarettes. Warner Baxter will be the star of the screen series, two of which will be produced annually, the first to go into production in November. Graham Baker of Hollywood will write the screen version, and Ralph A. Cohn will be producer. Agency for the radio series is Biow Co., New York.

YEN TO CLOWN is Dave Murphy's obsession (r), announcer of WGY, Schenectady, and garbed in the robes of the ancient profession he interviews a Ringling Brothers clown. In fact he performed with the troupe during its local performance. For the past two years, Murphy has spent his annual vacation working as a novice clown with the Ringling Bros. Circus.

Radio Service Problem Is Forecast by Manson

POINTING OUT that because of gas rationing and the tire shortage, pick-ups and deliveries of radios for repair may soon disappear entirely, Stanley H. Manson, service manager of the Stromberg-Carlson Tel. Mfg. Co., recently told a convention of his company's salesmen in Rochester that America's radio service men may soon be seen only by appointment.

Mr. Manson declared, however, the new condition will work to the customer's advantage, asserting that most repair jobs are being done expertly since radio repair store proprietors themselves are doing the work because of assistants being drafted. He also said that with large manufacturers devoting more emphasis than ever to radio repair work he saw no reason to expect a great drop in the number of radios now functioning.

The convention was attended by sales members of the radio, sound, and telephone systems of Stromberg-Carlson.

"WHERE MUSIC SELLS THE WORLD'S GREATEST MARKET"

Jergens Hands It to WQXR —for Smoother Results!

Among WQXR's Regular Clients:

ADLER SHOES
BLOOMINGDALE'S
BOTANY WORSTED MILLS
G & D WINES
HELLMAN'S REAL MAYONNAISE
JERGENS-WOODBURY BEAUTY AIDS
MAXWELL HOUSE COFFEE
PEPSI-COLA
RUPPERT BEER
SANKA COFFEE
SCHRAFFT'S RESTAURANTS
STROMBERG-CARLSON RADIOS
TWENTIETH CENTURY-FOX FILMS
VENIDA CLEANSING TISSUES & HAIR NETS
VICTOR RECORDS
WARD'S TIPTOP BREAD
WILLIAMS SHAVING PREPARATIONS

MORE and more feminine hands are tuning in WQXR—hands that are smooth and soft because of JERGENS Lotion.

How do we know? According to WQXR's 1941 listener-questionnaire, 21.6% of WQXR's families were users of JERGENS. Now, in 1942, after 56 weeks of continuous JERGENS advertising on WQXR, the number has almost *doubled*—38.3%!

Other prominent advertisers, too (some of their names listed at the left) are finding that among their best "salesmen" in the New York area are names like Brahms, Tschaikowsky, Chopin. For in New York, "good music sells the world's richest market"—over WQXR!

Over 16,000 music-lovers subscribe to WQXR's $1-a-year monthly program bulletin. WQXR has always placed *first* or *second* among all 18 independent N. Y. stations in listener-preference. Why not find out how *you* can make use of this amazing listener-loyalty? WQXR, New York. 730 Fifth Avenue; CIrcle 5-5566. (Chicago: The Foreman Company, Wrigley Building.)

NIGHT AND DAY

WQXR

PAMPHLET ANSWERS WAR ADS QUERIES

FOR THOSE debating the question of continuing advertising in wartime, Reiss Advertising, New York, is distributing a pamphlet which it claims will answer all queries on the need for such advertising.

The pamphlet covers the study titled: "How 70 advertisers answered: 'How shall we advertise during the war?'" and examines themes developed in recent months by advertisers of all sizes and in all industries. The study, the agency declares, reveals the "apparent" fact that both manufacturers and agencies have been too busy to work out soundly, domestic wartime advertising campaigns on a par with their peacetime efforts.

Copies may be obtained free from the agency's office, 221 W. 57th St., New York City.

TO FACILITATE early morning programming, Standard Radio is sending its subscribers, along with its monthly continuity releases, a lineup of balanced selections for complete musical clock programs.

NEWS SELLS HEARING AIDS

Commercials Aimed at Hay Fever Victims Also "Highly Successful", Says Drug Chain Head

DR. DWIGHT H. STOUGHTON
Stoughton Drug Stores Hartford

FIVE YEARS ago, the four Stoughton Drug Stores in Greater Hartford began sponsorship of a Sunday noon 15-minute news period over Station WDRC.

In those days, and even today, radio sponsorship by a drug store is rare, and so our move into radio advertising was somewhat of a pioneer step and an experiment. It's been highly successful. We haven't missed a Sunday news program since the first day the Stoughton Stores went on the air. We can tell that radio is doing a good job for us, and here's how we know.

The Stoughton Stores are one of the two outlets in Connecticut for the Western Electric Audiphone, a hearing device. It is an expensive item, highly-specialized, and the only advertising we do on it is over WDRC on our news program.

The response on this hearing device—and remember, the commercials are directed only at a small segment of the population — has been excellent. The leads on this device thus can definitely be traced to our radio advertising, because from where else, except by word of mouth, could the prospective customer hear about it?

WDRC Gets Credit

There's no question in my mind but that WDRC can be credited with the success of this item. People who purchase the hearing device come back for batteries and accessories, They come, not only from the Hartford area, but from several counties around, indicating the coverage we get in using radio. I'm perfectly satisfied with our program, and I can't think of anything better for us at the moment.

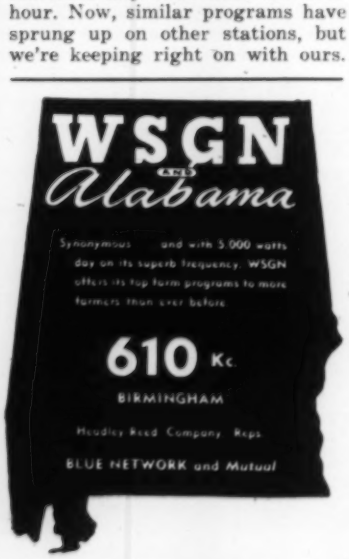
Virtually all of our commercials have concentrated on the hearing device. During the hay fever season, however, we mention our nasal filter, and this item usually has a good sale.

We use no other station but WDRC, and our newspaper advertising is sporadic. We've been in business since 1875 when my father founded the first Stoughton Store. Now, we have four stores in the Hartford area, and a surgical supply department.

Ever since we went on the air five years ago, I've discovered that one we've put on has been just a steady, regular program like the the thing for us, from an institutional standpoint.

People get used to hearing our program of news each Sunday at the same hour. When we first went on, there were no news periods in Hartford anywhere near the noon hour. Now, similar programs have sprung up on other stations, but we're keeping right on with ours.

Famous FIRSTS*
FINISH LINE
First HARE TO BEAT A TORTOISE!
and FIRST in Washington
WRC
980 KC 5000 WATTS
RED NETWORK OF NATIONAL BROADCASTING CO.
Represented Nationally by NBC Spot Sales Offices in Washington — New York — Chicago — San Francisco — Boston — Cleveland — Denver and Hollywood
* Apologies to Famous First Facts



WMAZ's Unique Directional

WMAZ COMPLETES FIVE-TOWER ARRAY

AFTER three months of installation work, WMAZ's five-tower directional antenna at Macon, Ga. has gone into operation, placing the station on 5,000 watts day and night, on 940 kc., with night shadows protecting Montreal and Mexico City. Semi-directional with two towers will be used until sunset, while at night the beam will be to the South.

Tuning the difficult array was final job for the duration for Walter J. Holey, Atlanta consultant, who reported Aug. 1 to Bendix Corp., Baltimore. Installation was accomplished jointly by Holey and George P. Rankin Jr., vice-president and chief engineer of WMAZ.

The complicated directional consists of five 250-foot Truscon radiators spaced 250 feet apart on a straight line at right angles to line connecting Montreal and Mexico City. It was necessary to purchase a new transmitter location seven miles northwest of the city so that full power of directed signal would most effectively cover Macon and its trade territory.

Pattern is in shape of figure 8 with lower bulge much larger than upper. Directional was designed by Page & Davis, and tuning units built by Collins Radio Co.

In the CONTROL ROOM

ROBERT BAIRD, Jay Ferree and Carl Schultz, engineers of WGN, Chicago, are instructing Navy recruits in training at Northwestern U, Evanston, Ill., in operation of receivers and transmitters used aboard ship.

BETTY BOYER, Minneapolis graduate of Radcliffe College, has joined the control room staff of WCCO, Minneapolis.

WILLIAM T. GILBERT, of the control room staff of WKZO, Kalamazoo, went into the armed forces last week.

FRANK EGIDI, assistant recording engineer of Compton Adv., New York, has enlisted in the U. S. Coast Guard.

ROBERT J. SINNETT, chief engineer of WHBF, Rock Island, Ill., recently became the father of a girl.

HAROLD SPARKS, formerly of KSEI, Pocatello, Ida., has joined KTKC, Visalia, Cal., as announcer-operator.

ALFRED WILSON and Joe Kirkland, new to radio, have joined WIOD, Miami, as engineers.

EUGENE G. PACK, chief engineer of KSL, Salt Lake City, is recovering from an accident sustained at his home. Joe Shaw, KSL control operator, on Aug. 3 was to have married Gwenn Lee, former member of the KSL Players.

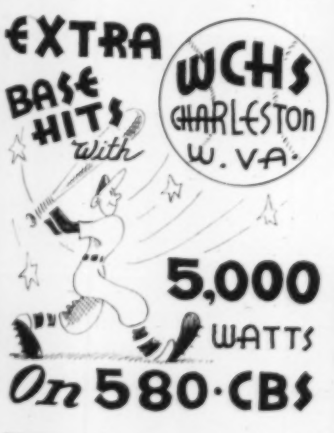
HAROLD STRICK, formerly of WSYB, Rutland, Vt., has joined the engineering staff of WTRY, Troy, N. Y.

GUY BEARD, transmitter operator of WPTF, Raleigh, is the father of a seven-pound girl born July 17, his second child.

HOWARD G. NEWBAUER, graduate of RCA Institute, Chicago, has joined NBC-Chicago as a maintenance engineer.

Engineering Session

SOCIETY of Motion Picture Engineers has announced its 52d semi-annual meeting will be held in New York at the Hotel Pennsylvania, Oct. 27-30, with eight technical sessions scheduled and presentation of the Progress Medal and the Society's Journal Award. William C. Kunzmann of Cleveland, convention vice-president, will be in charge of the meeting, which is subject to cancellation.



SINGER TO REPORT TO SIGNAL CORPS

CHARLES SINGER, transmitter chief of WOR, New York, has been named director of the maintenance unit of the Optional Research Group of the Army Signal Corps and, following a short vacation, will report for duty at the new War Department building at Arlington, Va. He will do war work in a civilian capacity under Prof. William L. Everitt of Ohio State U. In the same group is Lynne C. Smeby, former NAB engineering director, who resigned recently to enter the Government service.

Mr. Singer

Mr. Singer recently has been active on research designed to make vital radio equipment last longer, and at the Carteret plant of WOR he worked out a method for increasing the life expectancy of transmitter tubes [BROADCASTING, March 30]. He started in radio with the old WRNY, New York, joined WOR in 1927. An old ship "sparks" operator, he was cited for bravery after the Clyde liner *Comanche* caught fire and sank, having remained at his post until the vessel went down and being rescued at the last minute.

Philco Moving Video

WPTZ, Philco's television station in Philadelphia, went off the air temporarily on Aug. 1 until about the end of September to move its main transmitter from the Philco plant in the city proper to a suburban site at Wyndmoor, Pa. At Wyndmoor, the transmitter antenna will have greater elevation.

ACTING on the unqualified recommendation of an FCC inspector that the present equipment of KGHI, Little Rock, Ark., is obsolete and that a new transmitter is already on hand, the Commission on July 28 granted a construction permit to KGHI to install the new transmitter.

The TEXAS RANGERS
Transcribed Library is on
KLZ
DENVER
and other stations, large and small, coast to coast
Available also to agencies and advertisers. For full details, write
George E. Halley
TEXAS RANGERS LIBRARY
HOTEL PICKWICK • KANSAS CITY, MO.

HOW WAR CONDITIONS ARE AFFECTING THE MANUFACTURE AND YOUR USE OF PRESTO SOUND RECORDING EQUIPMENT

If your station makes instantaneous sound recordings you will want to have these facts:

★ ★ ★

Glass base recording discs are still available for immediate delivery. There is no present scarcity of the materials used for making these discs and the materials have no apparent military value. We are still recoating used discs.

★ ★ ★

New recording equipment cannot be purchased by broadcasting stations or other civilian users. Consequently, only about 10% of our plant capacity is now devoted to making recording equipment, and this for government departments. The other 90% of our plant is used to manufacture radio transmitters and receivers, amplifiers and other special communication equipment for war uses.

★ ★ ★

We are in the process of doubling the size of our plant to aid our engineering department in making more efficient use of our shop facilities and thus increase our output of urgently needed military equipment.

★ ★ ★

We are still able to furnish replacement parts such as idler wheels, turntable tires, cutting heads, pickups and feedscrews and to recondition Presto equipment for stations entitled to use the A-3 preference rating for maintenance.

★ ★ ★

If you have any new and inexperienced operators who have questions about the handling or upkeep of your Presto equipment, ask them to write us. We'd like to help them if we can.

PRESTO RECORDING CORP.
242 WEST 55th ST. N.Y.
In Other Cities, Phone . . . ATLANTA, Jack. 4372 • BOSTON, Bel. 4510 CHICAGO, Har. 4240 • CLEVELAND, Ma. 1565 • DALLAS, 37093 • DENVER, Ch. 4277 • DETROIT, Univ. 1-0180 • HOLLYWOOD, Hil. 9133 • KANSAS CITY, Vic. 4631 • MINNEAPOLIS, Atlantic 4216 • MONTREAL, Wel. 4318 PHILADELPHIA, Penny. 0343 • ROCHESTER, Cul. 5548 • SAN FRANCISCO, Yu. 0331 • SEATTLE, Sen. 3560 • WASHINGTON, D.C. Sher. 4003
World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

XLIV. CENSUS OF RADIO HOMES IN THE STATE OF MICHIGAN

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 25,000 or More Population Urban, Rural-Nonfarm and Rural-farm: 1940

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Alcona	1,412	83.0	1,171	....	....	....	520	84.3	438	892	82.2	733
Alger	2,486	77.8	1,932	1,071	89.0	953	829	66.1	548	586	73.5	431
Allegan	11,676	88.3	10,305	2,343	93.9	2,199	3,158	91.0	2,874	6,175	84.7	5,232
Alpena	5,217	82.6	4,307	3,359	91.2	3,065	384	69.9	268	1,474	66.1	974
Antrim	2,958	73.7	2,180	....	....	....	1,557	78.7	1,226	1,401	68.1	954
Arenac	2,358	74.0	1,744	....	....	....	822	82.9	681	1,536	69.2	1,063
Baraga	2,389	81.2	1,938	659	91.4	602	845	77.6	656	885	76.9	680
Barry	6,592	88.3	5,824	1,662	95.7	1,590	1,518	89.7	1,362	3,412	84.2	2,872
Bay	19,325	92.8	17,930	12,787	95.8	12,246	2,884	91.5	2,639	3,654	83.3	3,045
Benzie	2,208	82.5	1,822	....	....	....	1,230	88.8	1,092	978	74.6	730
Berrien	25,332	91.4	23,150	11,800	95.0	11,206	6,547	91.6	5,999	6,985	85.1	5,945
Branch	7,713	89.8	6,928	2,257	94.7	2,138	2,070	90.2	1,866	3,386	86.4	2,924
Calhoun	26,817	94.1	25,227	16,893	95.5	16,129	5,673	94.9	5,384	4,251	87.4	3,714
Cass	6,508	86.4	5,627	1,542	94.5	1,457	2,041	84.8	1,731	2,925	83.4	2,439
Charlevoix	3,513	80.3	2,821	800	88.0	704	1,518	83.0	1,260	1,195	71.7	857
Cheboygan	3,441	76.2	2,625	1,477	85.9	1,269	730	76.7	560	1,234	64.5	796
Chippewa	6,725	84.8	5,699	3,811	94.3	3,594	1,387	72.2	1,001	1,527	72.3	1,104
Clare	2,451	80.4	1,973	....	....	....	1,227	88.1	1,081	1,224	72.8	892
Clinton	7,255	91.2	6,615	1,311	93.5	1,226	2,192	92.2	2,021	3,752	89.8	3,368
Crawford	947	79.6	754	....	....	....	825	82.2	678	122	62.0	76
Delta	8,724	86.0	7,509	5,240	92.6	4,852	1,922	76.4	1,468	1,562	76.1	1,189
Dickinson	7,506	90.4	6,782	5,478	92.5	5,070	1,402	84.2	1,181	626	84.9	531
Eaton	9,982	91.2	9,103	3,831	94.1	3,604	2,049	91.0	1,865	4,102	88.6	3,634
Emmet	4,209	77.2	3,252	1,648	91.4	1,506	1,282	73.8	946	1,279	62.5	800
Genessee	60,380	95.5	57,660	41,568	96.4	40,056	12,573	94.4	11,870	6,239	91.9	5,734
Gladwin	2,397	81.8	1,961	....	....	....	773	87.5	677	1,624	79.1	1,284
Gogebic	8,091	89.8	7,263	5,479	93.4	5,117	1,661	83.5	1,387	951	79.8	759
Grand Traverse	5,842	85.6	5,002	3,456	91.8	3,174	618	80.8	499	1,768	75.2	1,329
Gratiot	8,831	86.7	7,662	2,825	93.5	2,641	1,804	85.0	1,533	4,202	83.0	3,488
Hillsdale	8,576	87.1	7,475	1,987	94.2	1,871	2,373	89.6	2,127	4,216	82.5	3,477
Houghton	12,554	90.6	11,377	3,716	94.8	3,523	7,111	91.2	6,484	1,727	79.4	1,370
Huron	8,069	86.7	6,994	696	96.0	668	2,630	91.9	2,418	4,743	82.4	3,908
Ingham	36,894	95.7	35,306	25,069	97.0	24,311	7,917	94.1	7,451	3,908	90.7	3,544
Ionia	9,535	90.0	8,583	3,138	94.3	2,960	2,804	90.0	2,523	3,593	86.3	3,100
Iosco	2,347	83.3	1,952	....	....	....	1,493	90.0	1,343	854	71.3	609
Iron	5,237	85.3	4,466	1,932	88.1	1,703	2,404	85.2	2,049	901	79.3	714
Isabella	6,693	86.2	5,769	2,301	92.7	2,134	975	84.2	821	3,417	82.4	2,814
Jackson	25,148	94.3	23,707	14,416	96.0	13,842	6,591	94.1	6,204	4,141	88.4	3,661
Kalamazoo	27,564	95.0	26,175	14,867	96.0	14,278	9,056	95.6	8,657	3,641	89.0	3,240
Kalkaska	1,363	71.1	969	....	....	....	611	73.9	452	752	68.8	517
Kent	69,220	94.9	65,723	48,821	95.9	46,840	14,061	94.5	13,293	6,338	88.2	5,590
Keweenaw	1,070	81.6	873	....	....	....	991	82.7	819	79	68.4	54
Lake	1,454	62.9	915	....	....	....	715	63.0	450	739	62.9	465
Lapeer	7,402	90.5	6,699	1,139	96.2	1,095	2,310	91.1	2,105	3,953	88.5	3,499
Leelanau	2,145	72.4	1,553	....	....	....	842	81.9	690	1,303	66.2	863
Lenawee	14,835	91.7	13,608	5,065	95.8	4,853	4,542	91.5	4,155	5,228	88.0	4,600
Livingston	5,710	92.0	5,251	1,130	96.1	1,086	1,885	93.0	1,752	2,695	89.5	2,413
Luce	1,488	74.5	1,103	672	90.7	610	585	57.5	336	231	67.8	157
Mackinac	2,362	75.9	1,793	679	83.6	568	1,153	75.1	866	530	67.6	359
Macomb	27,509	95.8	26,357	12,523	96.7	12,110	10,634	94.7	10,068	4,352	96.0	4,179
Manistee	5,230	86.1	4,504	2,591	94.4	2,446	1,133	86.1	975	1,506	71.9	1,083
Marquette	12,077	89.7	10,833	8,290	94.4	7,824	2,717	80.7	2,193	1,070	76.3	816
Mason	5,441	86.4	4,695	2,558	93.4	2,390	780	82.7	645	2,103	79.0	1,660
Mecosta	4,631	82.8	3,835	1,448	89.1	1,290	726	82.8	601	2,457	79.1	1,944
Menominee	6,373	87.5	5,583	2,791	96.1	2,682	1,201	83.2	1,000	2,381	79.8	1,901
Midland	6,930	88.4	6,129	2,696	96.7	2,606	1,836	87.0	1,597	2,398	80.3	1,926
Missaukee	1,997	72.0	1,440	....	....	....	652	77.4	505	1,345	69.5	935
Monroe	15,122	92.6	14,003	4,759	93.7	4,457	5,688	93.6	5,324	4,675	90.3	4,222
Montcalm	8,352	85.4	7,133	1,603	93.5	1,499	2,416	88.0	2,127	4,333	80.9	3,507
Montmorency	972	69.6	676	....	....	....	441	71.3	314	531	68.3	362
Muskegon	25,774	94.4	24,324	17,496	96.3	16,844	5,687	91.6	5,211	2,591	87.6	2,269
Newaygo	5,366	80.0	4,295	747	95.0	710	1,263	83.1	1,049	3,356	75.6	2,536
Oakland	66,587	96.7	64,389	37,377	97.7	36,510	24,313	96.0	23,339	4,897	92.7	4,540
Oceana	4,128	79.0	3,262	....	....	....	1,684	86.9	1,463	2,444	73.6	1,799
Ogemaw	2,267	72.7	1,649	....	....	....	1,050	75.8	796	1,217	70.1	853
Ontonagon	2,939	83.4	2,452	....	....	....	1,681	87.1	1,464	1,258	78.5	988
Osceola	3,574	79.4	2,836	....	....	....	1,484	85.7	1,272	2,090	74.8	1,564
Oscoda	667	72.9	486	....	....	....	380	78.4	298	287	65.5	188
Otsego	1,375	71.2	979	....	....	....	787	77.0	606	588	63.4	373
Ottawa	16,075	94.8	15,240	7,425	97.7	7,253	3,880	95.0	3,687	4,770	90.1	4,300
Presque Isle	2,759	75.2	2,076	735	91.3	671	844	73.9	623	1,180	66.2	782
Roscommon	1,102	77.2	851	....	....	....	847	78.6	666	255	72.7	185
Saginaw	34,542	93.1	32,143	22,386	95.4	21,366	5,913	92.0	5,440	6,243	85.5	5,337
St. Clair	20,691	94.0	19,456	11,157	96.0	10,713	4,605	93.1	4,285	4,929	90.4	4,458
St. Joseph	9,501	89.8	8,532	4,165	95.0	3,955	2,568	90.1	2,315	2,768	81.7	2,262
Sanilac	7,999	87.1	6,968	....	....	....	2,641	91.0	2,403	5,358	85.2	4,565
Schoolcraft	2,366	83.0	1,963	1,362	89.6	1,220	581	72.6	422	423	75.8	321
Shiawassee	11,353	92.3	10,484	4,887	95.3	4,656	2,523	92.6	2,336	3,943	88.6	3,492
Tuscola	9,302	84.9	7,892	947	93.3	883	2,778	0.1	2,504	5,577	80.8	4,505
Van Buren	10,573	87.4	9,237	1,464	96.9	1,418	3,786	90.3	3,418	5,323	82.7	4,401
Washtenaw	22,198	96.1	21,332	12,749	97.2	12,398	5,593	95.6	5,346	3,856	93.0	3,588
Wayne	522,414	97.0	506,958	503,093	97.1	488,490	15,298	96.0	14,683	4,023	94.1	3,785
Wexford	4,877	84.0	4,100	2,739	92.4	2,530	711	82.5	587	1,427	68.9	983
State Total	1,396,014	93.4	1,304,149	924,913	96.4	891,661	252,211	90.9	229,348	218,890	83.7	183,140

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Ann Arbor	924,913	96.4	891,661
Battle Creek	12,874	95.6	12,313
Bay City	12,787	95.8	12,246
Dearborn	16,061	98.3	15,782
Detroit	425,547	97.0	412,747
Flint	40,567	96.4	39,097
Grand Rapids	47,523	95.8	45,549
Hamtramck	11,546	96.5	11,147
Highland Park	14,221	97.9	13,917
Jackson	14,416	96.0	13,842
Kalamazoo	14,867	96.0	14,278
Lansing	22,481	96.9	21,782
Muskegon	13,271	96.5	12,807
Pontiac	17,252	96.5	16,652
Port Huron	9,138	95.7	8,745
Royal Oak	6,612	98.9	6,539
Saginaw	22,386	95.4	21,366
Wyandotte	7,649	97.7	7,474

Michigan advertisers favor . . .

***MICHIGAN RADIO NETWORK**

* KING-TRENDLE BROADCASTING CORP.
PAUL H. RAYMER CO. ~ *representative*

how about you?

Blue Refutes Charges In Winchell Libel Suit

BLUE NETWORK answered a $400,000 defamation suit brought against it, along with Walter Winchell, and the Andrew Jergens Co. (Jergens Lotion), in U. S. District Court, District of Columbia, last week with a petition that remarks Winchell made about the Washington *Times-Herald* were "expressions of opinion, fair comments made in good faith as honest opinion, without malice, concerning matters of public interest."

Attorney John J. Sirica contended for Blue Network that Winchell's March 15 broadcast had not intended to convey innuendos asserted by Mrs. Eleanor Patterson, *Times-Herald publisher*, who is asking $100,000 from each of the three defendants and an additional $100,000 punitive damages from Winchell.

KOVC's Substitute Tower

PERMISSION for KOVC, Valley City, N. D., to use a 65-foot antenna in lieu of its 150-foot tower which was partially destroyed by storm was granted July 28 by the FCC which granted a modification of license for the change. Action was taken after KOVC stated that an application for a more appropriate antenna in compliance with the FCC's rules would be filed whenever materials to construct were again available.

Autry Series Revamped

FORMAT and title of CBS *Melody Ranch* featuring Gene Autry, sponsored by William Wrigley Jr., Co., Chicago (chewing gum), has been changed to *Sergeant Gene Autry* and will feature hero stories of Army Air Force personnel. Agency is J. Walter Thompson Co., Chicago.

STATE RADIO CENSUS TABLES

Previously Released by U. S. Census Bureau
With Dates of Publication in BROADCASTING

New Hampshire—March 16
Vermont—March 16
Nevada—March 16
Wyoming—April 13
Montana—May 11
Idaho—May 11
Maine—May 25
Arizona—June 1
Delaware—June 1
North Dakota—June 8
Utah—June 8
New Mexico—June 15
Nebraska—June 15
Oklahoma—June 15
Mississippi—June 22
Colorado—June 29
Tennessee—June 29
Iowa—June 29
Rhode Island—June 29
South Dakota—June 29
Oregon—July 6
North Carolina—July 6
Louisiana—July 6
Maryland—July 6
West Virginia—July 6
Minnesota—July 6
Georgia—July 6
Kansas—July 6
Arkansas—July 6
Connecticut—July 6
Massachusetts—July 13
Missouri—July 13
District of Columbia—July 13
Alabama—July 13
Kentucky—July 13
Florida—July 13
South Carolina—July 20
Indiana—July 20
New Jersey—July 20
Wisconsin—July 20
Virginia—July 20
Washington—July 20
Texas—July 27

NOTE: Number of Occupied Dwelling Units as reported by Census Bureau in advance releases. Percent radio-equipped calculated by NAB Research Dept. from Series H-7 Bulletin following the Census Bureau practice. Number of radio units, or radio homes, estimated by applying percent ownership to those units not answering radio question and adding such to those reporting radio.

Canadian Recorder

ROYAL CANADIAN Air Force has obtained a new K-8 recording outfit and shipped it by bomber to Britain where it will be used to get local broadcasts for overseas service. The equipment will be used on stations where several men from one Canadian district can gather and tell their stories to the folks back home. The recording will then be shipped to Canada by airplane for distribution according to Pilot Officer A. A. McDermott, radio liaison officer for the RCAF. He was formerly Montreal manager for the radio station representative firm of Stovin & Wright.

Canadian 'Blue Book'

A NEW 1942 edition of the *Blue Book* of the Assn. of Canadian Advertisers is to be issued shortly in time for winter campaign planning. Among changes in this book on media circulation is a careful revision of radio information, a better breakdown of the Quebec market into French and English households, and a change in format. The 1942 *Blue Book* is the seventh to be issued by the ACA, the book having been published bi-annually for the last 13 years. In conjunction with it, the Internal Trade Branch of the Dominion Bureau of Statistics, Department of Trade & Commerce, Ottawa, is issuing a new edition of the *Consumer Market Handbook* with latest merchandising figures.

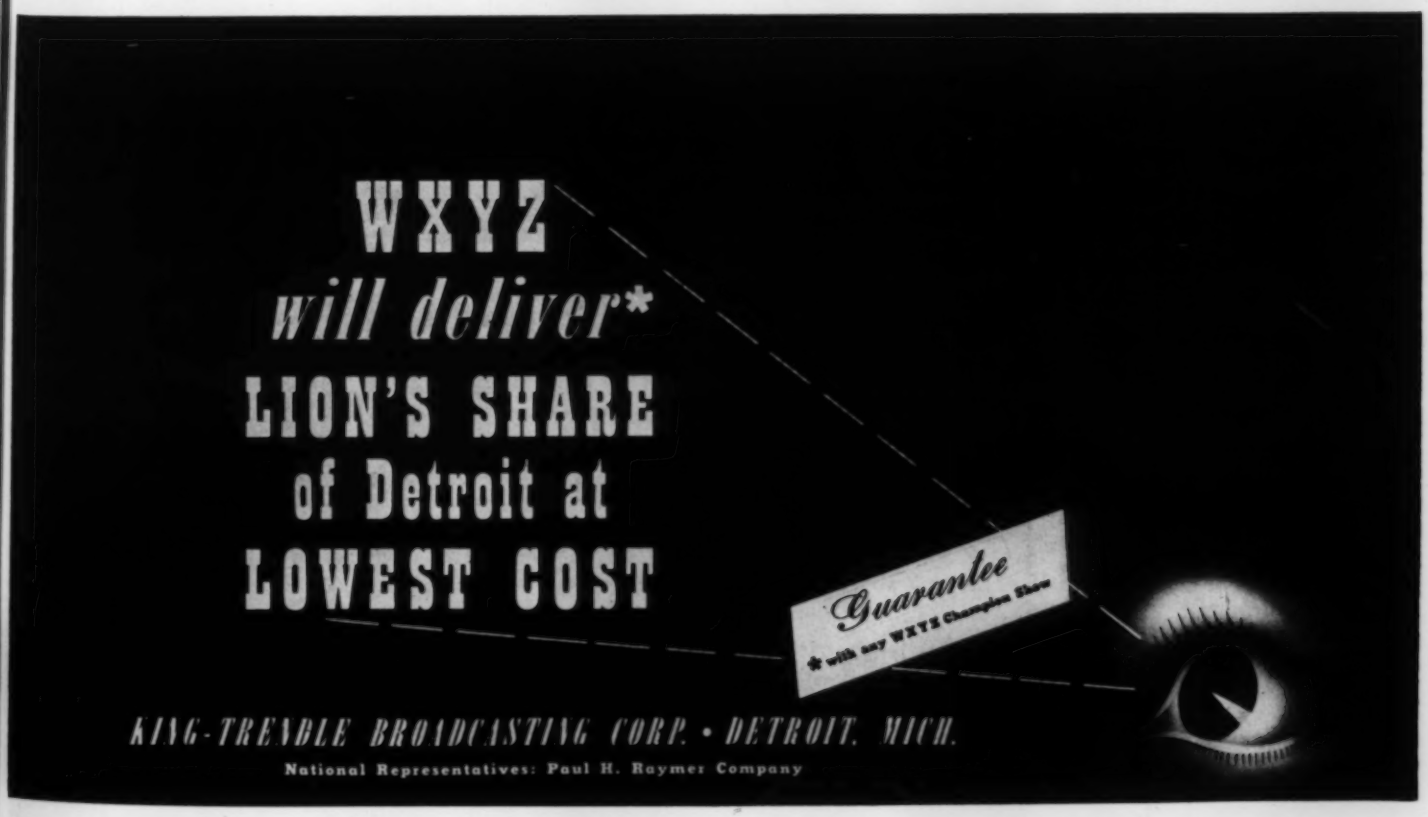
SHOW RECORDINGS WILL BE TESTED

TO DISCOVER the public's reaction to record albums containing transcribed versions of favorite radio shows, Charles Michelson, head of his own transcription firm, is serving as coordinator in an arrangement between Ruthrauff & Ryan, New York, and Street & Smith, New York publishers, whereby the latter firm would distribute through the American News Co. disc albums of *The Shadow*.

That dramatic series, which Michelson handles in transcribed form for local sponsors, will return to MBS late in September for its sixth year on the air under sponsorship of Delaware, Lackawanna & Hudson Coal Co., New York, for Blue Coal.

Transcriptions for the albums will probably be produced by WOR Recording Division, with the original cast of the Mutual series and Bill Tuttle as producer. The records will be 10-inch size with each side carrying three-minute episodes, and three discs to an album. They will be available on newsstands by September, Mr. Michelson stated, although the price has not yet been determined. No commercials will be included, but the albums will be used by local sponsors and Blue Coal as premium offers and as special promotion material for the series.

UNITED DIATHERMY Inc., New York, engaged in sale and distribution of an electrical device called "United Short Wave Diathermy" has been ordered by the Federal Trade Commission to cease and desist from certain alleged misrepresentations. In December, 1940, upon application of the FTC, the company was restrained by the U. S. District Court for the Southern District of New York from using certain advertisements pending Commission procedure.



Buffalo's Only

50,000

WATT

RADIO MAP

Blanketing

11 Eastern

Seaboard States

227,000 Sq. Miles

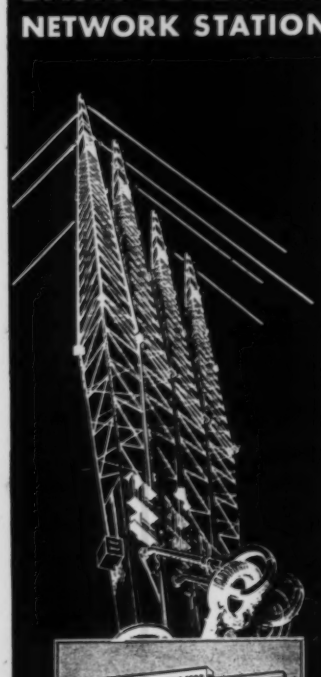
Over 12,000,000

people

WKBW 1520 K.C.

BASIC COLUMBIA

NETWORK STATION



New $350,000 Transmitter Plant

BUFFALO

BROADCASTING CORPORATION

Purely PROGRAMS

UNITED to sell war bonds and stamps, 26 Michigan radio stations create their own network each week to air a special State *Bond Wagon* program each Saturday from 7-7:30 p.m. Begun June 13, the series is alternatively produced by four Detroit stations — WJR, CKLW, WWJ, and WXYZ. Ivan Frankel, radio director of the State's war bond staff as well as radio director of Simons-Michelson Adv. Co., Detroit, supervises the production. Participating stations in this program are: WELL WBCM WHDF WJBK WJLB WJR WWJ WXYZ CKLW WDBC WLAV WOODWASH WJMS WIBM WKZO WJIM WDMJ WKBZ WCAR WHLS WEXL WSAM WSOO WTCM.

* * *

Platter Preference

VISITING record departments of leading Chicago music stores to select favorite arrangements of popular recordings, Ruth Stone, Chicago radio actress and m.c., builds the program *Music With a Lift*, quarter-hour five-day weekly sponsored by A. Stein & Co., Chicago (Paris garters, coats), on WIND, Chicago-Gary. On each program Miss Stone tells about the tune and orchestra playing it. Agency is Vanderbie & Rubens, Chicago.

* * *

Near Famous

DEDICATED to the millions of unsung heroes whose names may never appear upon an honor role nor in the hall of fame, *Almost a Hero* bowed on KYA, San Francisco, recently. Producer Bob Emerick invites the radio audience to send in their "almost a hero" experience or that of someone they know. The best of these is chosen for each week's dramatization.

* * *

The Reconstruction Period

MAJOR post-war problems will be the basis of *The World Tomorrow*, weekly half-hour of WHAM, Rochester, N. Y., produced by the War Information Center of the U of Rochester. Personages familiar with such issues will appear on the forums, which will start Sept. 1 under the chairmanship of Alan Valentine, president of the university.

Letters from Gobs

LETTERS of sailors stationed in the Chicago area to their sweethearts, wives or parents are read by the "gobs" themselves on *Bluejackets Calling*, quarter-hour Monday through Friday on WAIT, Chicago. Preceding each program, WAIT notifies the families of the boys so that they can tune in. Each sailor is introduced and described to the audience in a brief biographical sketch by m.c. Chief J. L. Sullivan, radio director of the Navy recruiting division in Chicago. The sailor's favorite song is tied in with his letter for musical background.

* * *

Coast Tests

SHOWCASING new programs from its San Francisco studios, NBC on July 18 started a weekly half-hour variety show titled *Smarty Party*. Written and produced by Ray Buffum, program features Archie Presby as m.c. with talent including Barbara Lee and Bob Gary, vocalists; Tony Freeman, comedian, and Carl Kalash's orchestra. The Infamous Actor's Guild presents a weekly comedy skit.

* * *

Down East Sketch

THE STORY of two grumpy but likable old men in New England, who stage a comeback with their livery stables, because of the 1942 restrictions on automobile travel, is told in a weekly serial on BLUE titled *Gibbs and Finney, General Livery*. Problems of adjustment now facing the average American will be reflected in the lives of the New Englanders.

* * *

FBI Dramas

FBI activities in rounding up spies and saboteurs are dramatized in a new series on KFRC, San Francisco. Introductory remarks are made by Nat Pieper, special agent in charge of the San Francisco District of the FBI.

* * *

Buy at Home

CO-SPONSORED by 20 leading firms, WCBI, Columbus, Miss., presents *Buy At Home*, a program dedicated to local buying in the interests of gas and tire conservation.

War Job Agency

WEEKLY 10-minute review of jobs calling for men and women in war production industries in this area, has been started by Eddie Albright, commentator on KIL Hollywood. Titled *War Jobs*, the new type of service program provides direct contact for job seekers, with employment divisions of various war industries cooperating in preparation of each broadcast.

* * *

Writers' Review

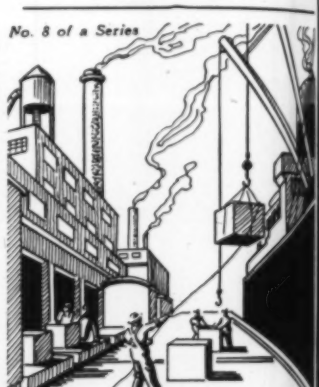
TO HELP the amateur writer up the ladder of success, WWRL, New York, presents a weekly series titled *Write That Story*, conducted by Frank Gogel, writer of fiction. Tips on how to develop story plots are included, in addition to advice on non-fiction writing, poetry, song writing and script writing. Series features interviews with established writers and editors.

FOR A STRONG PULL---

USE WBNS

CENTRAL OHIO'S ONLY CBS OUTLET

No. 8 of a Series



Nova Scotia Has Excellent Tide-Water Industrial Sites

NOVA SCOTIA occupies a strategic position for the establishment of manufacturing industries for world export. Our situation athwart the ocean highway nearest to the leading world markets, enables the assembling of raw materials at the lowest rates, thereby reducing manufacturing costs.

Moreover, there are many sheltered harbours, open the year round, which provide greater facilities for external trade than those enjoyed by her northern sister provinces, most of whose ports are closed during the winter months.

In addition to transportation, manufacturers are afforded abundant coal for power purposes, as well as ample electric energy. Intelligent labour and congenial living conditions. Investigate!

NOVA SCOTIA

Radio Broadcasting Station

CHNS

HALIFAX, NOVA SCOTIA, CANADA

USA Rep. • Jos. Weed & Co. • New York Ch

NOT CHURCHILL but a distinguished man in his own right, Dudley Field Malone, author and publicist. Here he is being interviewed by John K. Chapel, newscaster-commentator of KROW, Oakland.

Neighborhood Giveaways

A GIVEAWAY in reverse is the format for a new daily series of programs, called *Lucky Money*, started on WFIL, Philadelphia, by the Philadelphia Assn. of Retail Druggists. Ordinarily, the man on the program calls somebody's home, and if they answer correctly, are eligible for a prize. In *Lucky Money* the opposite is the case. Various sections of the city are selected at random from a large map and anyone living on the street in the neighborhood mentioned on the particular program, may call the station and be eligible for a prize. As part of the promotion for the program, WFIL has scheduled advertisements in the local newspapers, car cards and posters. The PARD has prepared 1,500 display cards calling attention to the program for distribution in Philadelphia drug stores.

* * *

Baroness Travelogs

AS PART of its efforts to cement friendly relations between this country and Latin American countries, W47NY, New York FM station owned by Muzak Inc., is presenting a series of weekly *Know Thy Neighbor* programs featuring informal talks by Baroness de Polenske, an American by birth. Having just finished a series about South America, the baroness on Aug. 4 will start six "travelogs" on Mexico, the most recent country to join the cause of the United Nations by declaring war on the Axis.

Remote Guest

ALTHOUGH he was in his homeland some 7,000 miles away, Dimitri Shostakovich, Russian composer, was honored at a cocktail party given in Hollywood Julv 19 by Sidney N. Strotz, NBC western division vice-president. Occasion was Western Hemisphere premiere of the composer's Seventh Symphony, written under fire in Leningrad and presented over NBC from New York by Arturo Toscanini and the symphony orchestra. Guests included Leopold Stokowski, Albert Coates and Alexander Skroukov, as well as local musicians and critics.

Molly Pitchers

STARTING its series with a dramatic narration of the story of Molly Pitcher, heroine of the Revolutionary War, KNOX, Knoxville, presents its weekly *Modern Molly Pitchers*. Program promotes the sale of war savings and subsequent broadcasts will originate from local stores that are high in war savings sales for the preceding week.

* * *

Glider Gleanings

LATEST news about the Army Air Forces glider school in Amarillo and interviews of officers and students there comprise *Soarin' Around the Glider School* of KGNC, that city.

* * *

Our Foes

DIFFERENT phases of dictatorial philosophy are dramatized each week on the new series, *Call To Arms*, presented by WSB, Atlanta. Show is written by Pvt. Elmo Ellis Israel, former WSB writer, with the cooperation of officials at Fort McPherson, Ga.

* * *

Navy Deeds

DEPICTING heroic feats of fighting Navy men, the Navy recruiting Bureau has started a new weekly quarter-hour dramatic series on KHJ, Los Angeles. Titled, *Man Your Battle Stations*, each program is devoted to a different branch of the Navy.

TIPS FROM CRANEY

Montanan Suggests Stamps Instead of Coins

HERE'S A TIP on wartime tipping! Ed Craney, general manager of KGIR and the Z-Bar Net, has printed cards carrying the legend "A Tip for Victory — Buy War Savings Stamps. Thanks for the service." Then it carries his signature. In the upper right-hand corner is space for a savings stamp, 25c or 10c denomination.

Mr. Craney reports that use of the novel tipping system results in better service and at the same time serves Uncle Sam.

World Makers

KWTO, Springfield, Mo., is now broadcasting *It Takes All Kinds*, an Army show based on the old saying, "It takes all kinds of people to make a world". Program is written and produced by Bill Ring of KWTO and is heard each Thursday evening at 7:30. A soldier is interviewed on each broadcast and music is furnished by the KWTO staff.

* * *

Priorities and the Farmer

AS A SERVICE to farmers in that area, Arizona Network in early July inaugurated a weekly quarter-hour feature, *How Priorities Affect the Farmer*. Originating from KOY, Phoenix, the program is prepared and announced by Don Hitch of the U of Arizona.

ONE Outstanding Market

563,000 people who spend $130,754,000 annually in retail stores. Three thriving cities, 29 prosperous urban communities—11,000,000 acres of the richest farm land in the world.

with ONE Selling VOICE

42.3% of the composite listening audience from 7 A.M. to 10 P.M.

—that's the showing of WTAD in a recent survey in this area (8,244 interviews)! The other 9 stations reported, ranged from 16.6% down to 1%.

about which ONE Brewer Says

Charles L. Weems, President of Dick Bros. Brewing Co., Quincy:

"The fact that we are using ten spots a day, and a weekly half-hour quiz show, "Auction of Wits", is best evidence as to what we think of WTAD as a result getter."

SEE How Your SALES Increase Because RADIOS Keep Tuned To . . .

"930 on the Dial"

WTAD

QUINCY, ILL. C. B. S. 1000 Watts

E. KATZ, Special Agency — National Representative

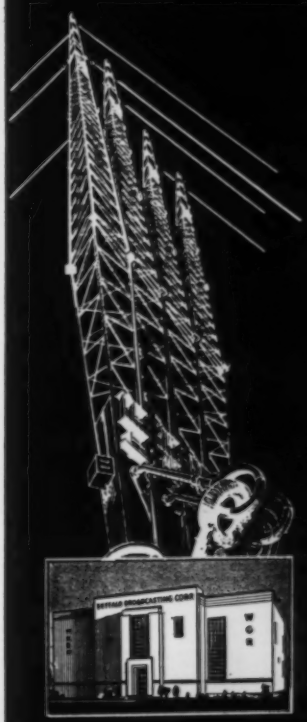
Buffalo's **FIRST** for Regional COVERAGE

5000 Watts by Day

1000 Watts Directionally Intensified by Night

WGR 550 K.C.

BASIC MUTUAL NETWORK STATION



New $350,000 Transmitter Plant

BUFFALO BROADCASTING CORPORATION

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WEEI, Boston

California Fruit Growers Exchange (Sunkist Lemons & Oranges), weekly *sa*, thru Lord & Thomas, Los Angeles.
Quaker Oats Co., Chicago, *sa* weekly, thru Sherman K. Ellis & Co., Chicago.
R. B. Davis Co., Hoboken, N. J., *sa* weekly, thru Murray-Breese Assoc., N. Y.
Kellogg Co., Battle Creek (Rice Krispies), weekly *sa*, thru J. Walter Thompson Co., Chicago.
Gruen Watch Co., Cincinnati, *ne*, thru McCann-Erickson, N. Y.
Borden Co., New York, *sa* weekly, thru Young & Rubicam, N. Y.
Curtis Pub. Co., Philadelphia (Saturday Evening Post), *sa* weekly, thru BBDO, N. Y.
New England Telephone & Telegraph Co., Boston, 100 *sa*, thru Doremus & Co., Boston.
Procter & Gamble Co., Cincinnati (Oxydol), *sa* weekly, thru Blackett-Sample-Hummert, Chicago.

KGO, San Francisco

Acme Brewing Co., San Francisco (Acme beer and ale), 9 *sa* weekly, thru Brisacher, Davis & Staff, San Francisco.
Sonoma Marin Milk Co., San Francisco (dairy products) *sa* series, direct.
Foreman & Clark, Los Angeles (chain clothiers), 6 *sp* weekly, thru Botsford, Constantine & Gardner, San Francisco.
Sommer & Kaufman, San Francisco (shoes) *sa* series, thru W. J. Wilkin Adv., San Francisco.
Meyenberg Milk Products Co., San Jose, Cal. (dairy products), weekly *sp*, thru M. E. Harlan, San Francisco.
Ex-Lax Inc., New York (Ex-Lax), 4 *sa* weekly, thru Jos. Katz Co., N. Y.
P. Lorillard & Co., New York (Sensation Cigarettes) 6 *sp* weekly, thru Lennen & Mitchell, N. Y.

WNBH, New Bedford, Mass.

American Chicle Co., New York, (Dentyne), 195 *ta*, thru Badger, Browning & Hersey, N. Y.
Moxie Co., New York, 6 *ta* weekly, 13 weeks, thru Alley & Richards Co., Boston.
H. P. Hood & Sons, Boston (ice cream), 9 *ta*, thru Harold Cabot & Co., Boston.
New England Telephone and Telegraph, Boston, 34 *sa*, thru Doremus & Co., Boston.

WKZO, Kalamazoo-Grand Rapids

Clark Gardner, Osage, Ia., 3 *t* weekly, 4 weeks, thru Northwest Radio Adv., Seattle.
American Industries Salvage Committee, New York, 65 *ta*, 2 weeks, thru McCann-Erickson, N. Y.
Michigan Bell Telephone Co., Detroit, 18 *sa*, 4 weeks, thru N. W. Ayer & Son, Detroit.

WMAL, Washington

American Industries Salvage Committee (scrap material), 52 *sa*, thru McCann-Erickson, N. Y.
C & P Telephone Co., Washington, 26 *sa*, thru Henry Kaufman, Washington.

WMAQ, Chicago

Illinois Bell Telephone Co., Chicago, 60 *sa*, thru N. W. Ayer & Son., N. Y.
Marlin Firearms Co., New Haven (Marlin Blades), 39 *ta*, thru Craven & Hedrick, N. Y.

WABC, New York

Paramount Pictures, New York ("Holiday Inn"), 6 *sa* weekly, 2 weeks, thru Buchanan & Co., N. Y.

WJZ, New York

N. Y. Telephone Co., New York (educational), 5 *ta* weekly, 4 weeks, thru BBDO, N. Y.

WPFT, Raleigh

Foster Milburn Co., Buffalo (Doan's Pills), 3 *ta* weekly, 52 weeks, thru Spot Broadcasting, N. Y.
General Foods Corp., New York (Post's Raisin Bran), 15 *ta* weekly, thru Benton & Bowles, N. Y.
Grove Labs., St. Louis (Chill Tonic), 5 *sp* weekly, 16 weeks, thru H. W. Kastor & Sons, Chicago.
Kasco Mills, Waverly, N. Y., 22 *sp*, thru Campbell-Sanford Adv. Co., Cleveland.
Kellogg Co., Battle Creek (Corn Flakes), 10 *ta* weekly, 26 weeks, thru J. Walter Thompson Co., Chicago.
Olson Rug Co., Salisbury, N. C. (Headache Powders), 6 *ta* weekly, 52 weeks, thru J. Carson Brantley Adv. Agency, Salisbury, N. C.
Plough Inc., Memphis (Heat Powder), 92 *ta*, thru Lake-Spiro-Shurman, Memphis.

WFIL, Philadelphia

Nevins Drug Co., Philadelphia (drug chain), 18 *sa* weekly, for 26 weeks, thru Philip Klein, Philadelphia.
Breyer Ice Cream Co., Philadelphia (ice cream), 3 *sa* weekly, thru McKee & Albright, Philadelphia.
Philadelphia Assn. of Retail Druggists, Philadelphia (drug stores), 5 *sp* weekly, for 52 weeks, thru Joseph Lowenthal, Philadelphia.
Yager Liniment Co., Baltimore, 6 *sa* weekly, for 3 weeks, thru Harvey-Massengale Co., Durham, N. C.

WRC, Washington

C & P Telephone Co., Washington, 26 *sa*, thru Henry Kaufman, Washington.
Larus & Bros. Co., Richmond (Edgeworth & Domino), 39 *sa*, thru Warwick & Legler, N. Y.
MacFadden Pubs., New York (True Story), 16 *sa*, thru Arthur Kudner, N. Y.
Metro-Goldwyn-Mayer Co., New York (Mrs. Miniver), 7 *sa*, thru Donahue & Co., N. Y.
Procter & Gamble Co., Cincinnati, 17 *sa*, thru Blackett-Sample-Hummert, Chicago.

KFI, Los Angeles

Pep Boys of California, Los Angeles (auto accessries), 5 *ne* weekly, thru Milton Weinberg Adv. Co., Los Angeles.
California-Grown Sugar Group, San Francisco (beet sugar), 3 *sp* weekly, thru McCann-Erickson, San Francisco.

BLUE RIDGE COAL Co. Inc., Baltimore, with coal yards in Washington D. C. and Baltimore has been charged by the Federal Trade Commission with misrepresentation in the sale of its coal.

PRICE GILBERT Jr., vice-president in charge of advertising of Coca Cola Co., Atlanta (soft drink), has been granted a leave of absence by the company to join the office of the Co-ordinator of Inter-American Affairs.

SENSATION SIGNS for six weekly newscasts by John Galbraith, (at mike), KGO, San Francisco, newscaster. Principals at the initial broadcast were (l to r) R. C. Tonkin, Western Division advertising manager, P. Lorillard Co. (Sensation cigarettes); George Fuerst, BLUE sales representative.

Bakers' Co-op Utilizing Spots in Annual Drive

SERIES of spot announcements by the Quality Bakers' of America Co-op Inc., New York, are being used by member bakeries throughout the country in its 18th annual campaign. Theme of the drive is "Flavor-Range Baked" and will be emphasized on the transcriptions.

The 40-second discs are composed of jingles to the tunes of the Tastyeast Jesters, comedy by Jeanne Roy and Jackson Beck and commercials by Warren Sweeney. The entire series is being cut by Empire Broadcasting Corp., New York.

CBS Rate Card Issued

CBS has issued Rate Card 29, dated July 15, 1942, and embodying the recently announced revision in CBS network discounts [BROADCASTING, June 15]. New card has a new format, being printed as a booklet with pages 3½ x 7 inches, bound at a narrow end, instead of the usual single folded sheet.

The Z NET covers everything in Montana.

Adv.

New York Prefers 15-Minute News

LISTENING audience in and around New York City prefers quarter-hour news programs to those of 5 or 10-minute length by approximately 2 to 1, according to a survey by Crossley Inc., based on 12,000 personal interviews in various homes in the New York metropolitan area.

On two successive months, 6,000 persons were asked their preference between the two type news shows, with 64% favoring the quarter-hour and 36% voting for the shorter programs. To avoid possible bias through mention of the longer period first, the question was reversed for the second month of interviewing. The results showed 66% in favor of the quarter-hour and 34% preferring the 5 and 10-minute spots. This survey was released by WOR, New York, in connection with its "Continuing Study of Radio Listening."

The study also revealed that leading women's talk programs of the participating sponsorship variety have more than doubled their audiences in recent months over pre-war levels.

An index composed of the eight top shows of this type, heard on four major New York stations, showed that 107% more homes were tuning to these programs in April and May of 1942 as compared with the last two months of 1941. The average rating for this type show is now 2.4% of the total population, while six months ago it was 1.1%.

Royal Desserts Account Placed With Ted Bates

SETTLING to some extent the confusion of the last few weeks surrounding the Royal Desserts portion of the Standard Brands account [BROADCASTING, July 20], the company last week announced appointment of Ted Bates Inc., New York, as agency for Royal Gelatins and Puddings, Royal Baking Powder, Fleischmann's Gin, and Preferred and Bond Whiskies, effective Sept. 1.

Royal Desserts and Baking Powder advertising was placed by Sherman K. Ellis & Co., New York, until two weeks ago when Standard Brands assigned the former product to J. Walter Thompson Co., New York, for promotion "temporarily" on that agency's *One Man's Family* program on NBC, heretofore heard for Tender Leaf Tea, another Standard Brands account.

The newly-appointed agency would make no announcement as to promotion for the Royal products, stating merely that plans were "under consideration" and no details would be revealed before Sept. 1.

WJWC Names F. & P.

FREE & PETERS has been appointed exclusive national representatives of the new WJWC, Hammond-Chicago, formerly WHIP.

H. ARTHUR ENGLEMAN has been elected director, sales manager, and vice-president of Henry Tetlow, London, England and Philadelphia (cosmetics).

Radio Advertisers

BURGER BREWING Co., through Midland Agency, has signed with WKRC, Cincinnati, for sponsorship of 15 minutes of turf chatter from River Downs Race Track, Monday through Saturday, 1:15 p.m. Also carried is an eyewitness account of the running of the eighth race daily. Andy Cunningham is at the microphone. The new 30 minutes six days weekly is in addition to co-sponsorship of play-by-play broadcasts of all Reds baseball games. Cunningham is well-known turf authority formerly of WGAR, Cleveland.

ROBERT KENNY for Attorney General, Los Angeles (political), in a six-day windup election campaign ending Aug. 24 will use more than 102 spot announcements on 10 California stations. List includes KMJ KERN KRSD KFBK KWG KFI KNX KFRC KJBS KQW. Time has also been contracted for a quarter hour talk Aug. 23 on 3 NBC California stations (KFI KMJ KPO), Sunday, 12-12:15 p.m. (PWT). Agency is Raymond R. Morgan Co., Hollywood.

ROXY THEATRE, New York, used live spot announcements on 10 stations in New York and New Jersey last week in connection with the world premiere of the Columbia Picture "They All Kissed the Bride" on July 29. Announcements ran July 29-31 on WAAT and WHOM, Jersey City, and on WWRL WBNX WOV WINS and for an additional two days on WQXR WMCA WNEW. Kayton-Spiero, New York, handles the Roxy Theatre account.

ALL ABOUT SPOTS
SEND FOR FREE COPY
SPOT BROADCASTING FOR SALES
JOHN BLAIR & COMPANY
CHICAGO NEW YORK ST. LOUIS SAN FRANCISCO LOS ANGELES
NATIONAL RADIO STATION REPRESENTATIVES

Stanton Promoted

CARL M. STANTON, in charge of radio for Lucky Strikes for three years at Lord & Thomas, New York, has been appointed account executive to handle all phases of the American Tobacco Co. account. Karl W. Schullinger, formerly supervisor of radio production for Luckies, has taken over Stanton's post as head of radio advertising for American Tobacco.

ANGELICA LUTHERAN CHURCH, Los Angeles, is sponsoring a weekly half-hour transcribed program, *Pacific Lutheran Hour* on 4 Arizona Network stations (KTAR KVOA KYUM KGLU), KFWB KYA. Featured is Rev. Rudolph C. Burke and a male quartet. Other stations will be added in early fall. Transcribed series is being cut by International Artists Inc., Hollywood recording studios. Tom Westwood Adv. Agency, Los Angeles, has the account.

AS A TEST for a contemplated weekly series, Western Conference of Teamsters, Los Angeles (union), on July 27 only, sponsored a half-hour dramatic program, *Curtain America*, on 33 Don Lee West Coast stations, Monday, 6:30-7 p.m. (PWT). Eddie Robinson produced the program with Earle Hall as script writer. A $100 prize was announced for a permanent name for the proposed series. Clarence B. Juneau Agencies, Los Angeles, has the account.

PEP BOYS OF CALIFORNIA, Los Angeles (auto accessories), in addition to its five-weekly quarter-hour newscasts on KECA, on July 24 started for 52 weeks a similar nightly schedule on KFI. Firm also sponsors nightly quarter-hour newscasts on KFXM KFSD KFOX. Milton Weinberg Adv. Co., Los Angeles, has the account.

RED-EE FOODS Inc., Los Angeles (Cinch waffle, pancake mix), has started sponsoring thrice-weekly participation in *Polly Patterson's Pantry* on KFAC, that city. Contract is for 13 weeks, having started July 27. Agency is Elwood J. Robinson Adv., Los Angeles.

FOREMAN & CLARK, Los Angeles (men's clothing chain) recently started for 52 weeks a six-weekly quarter-hour news period on KGO, San Francisco. Agency is Botsford, Constantine & Gardner, San Francisco.

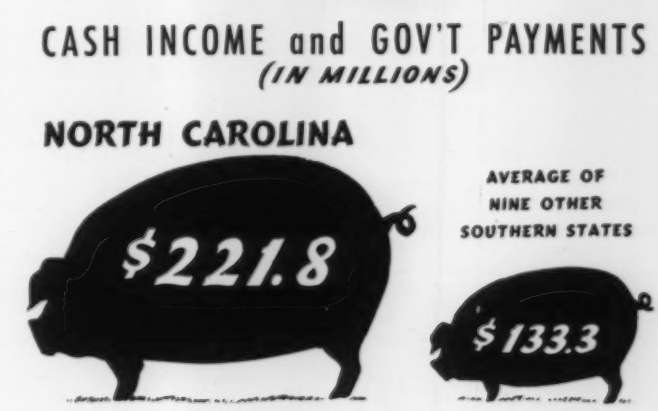
MEYENBERG MILK Products Co., San Jose, Cal. (milk products) on July 6 renewed for 26 weeks *Let There Be Music*, weekly half-hour on KGO, San Francisco. Agency is M. E. Harlan, San Francisco.

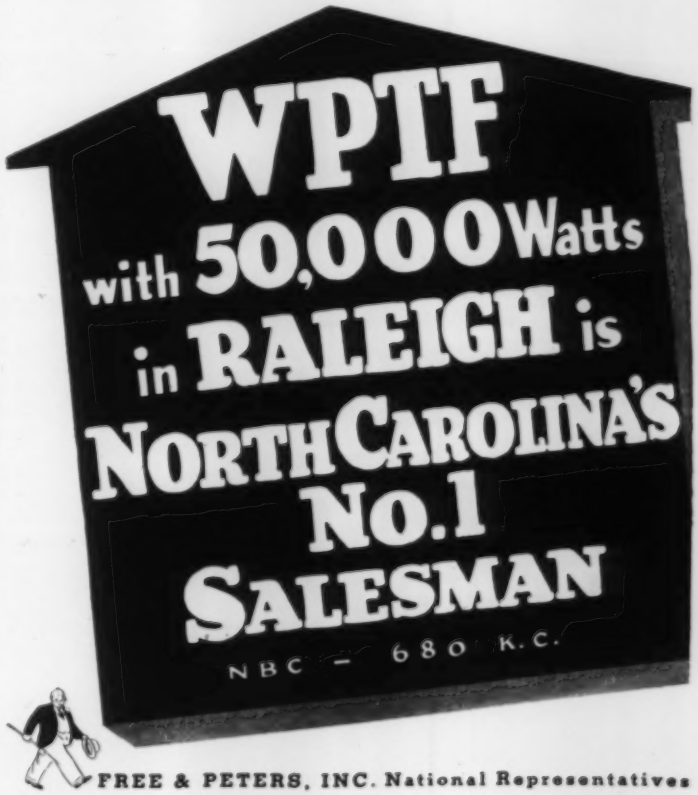
KAY'S JEWELRY Co., Denver, has increased its schedule of KOA, Denver, from three to six 15-minute programs weekly. Agency handling the account is Raymond Keane Adv. Agency, Denver. Dr. A. Reed Cushion Shoe Co., Denver, has renewed its schedule of announcements on KOA for another six months. Business is placed direct.

WELLMAN PECK Co., San Francisco (wholesale grocers), recently started a 52-week spot announcement campaign on five California stations (KFBK KMJ KIEM KFSD KFRC). Agency is Botsford, Constantine & Gardner, San Francisco.

AMERICAN POULTRY Co., San Francisco (Ameri-po brand poultry), recently added radio to its advertising budget and is using a weekly participation in Ruth Thompson's home economics program on KJBS. Agency is Frederick Seid Adv., San Francisco.

CLOSSON Co., Cincinnati, through Allen Heaton & McDonald has contracted with WKRC, Cincinnati, to sponsor the five weekly 15-minute series *At Home*, featuring Maree Colgan, world traveller and decorator. Programs will feature tips on home furnishings in addition to news interpretation.





Radio Excise Taxes Top All Previous Collections

FEDERAL radio excise taxes totaled $19,144,408 for the fiscal year ended June 30, 1942, breaking all collection total records, according to the Treasury. Contributing factors to this figure are heavily increased sales, the radio tax rate increase from 5½% to 10% effective October 1, 1941, and the inclusion at the higher rate of automobile radio sales.

Radio taxes collected during the six month period, Jan. to June 1942, totaled $13,052,325, more than double the collections in the July-December 1941 period, despite the general suspension April 22 of civilian radio production.

Local Station Community Necessity

(*Continued from page 22*)

publisher of Anderson's two daily newspapers, he was particularly interested in knowing whether his radio station was performing a service in its field equal or surpassing the service of his newspapers. Apparently, it is.

WAIM is giving Anderson area folks a brand of radio service as good as the journalistic service of the Anderson newspapers. At least more than 80% of the people said so. (The National Editorial Assn. award, a silver plaque given by the University of Missouri School of Journalism, was presented to the Anderson newspapers for performing the greatest community service in the United States in 1940).

WAIM contributed $40,632.00 worth of time (figured at local advertising rate) in 1941 to help community organizations and institutions and to carry the patriotic appeals of the United States Government. This policy of liberal and enthusiastic community service on the part of the Anderson station has greatly enhanced its value as a community asset.

Reception Good

Reception—that oldtime bugbear of the small station—was found to be quite satisfactory in the case of WAIM. When the station was established in 1935, new Western Electric equipment was installed throughout. Six years later when a power increase was granted, WAIM was completely rebuilt, a Blaw-Knox vertical radiator and new Western Electric transmitter put into operation and the efficiency of the plant improved by the best engineering and technical skill available.

Of chief interest to advertisers is the fact that almost 80% of the persons interviewed said that they do patronize the advertisers who sponsor WAIM programs. No attempt was made to solicit actual buying figures, nor to determine the regularity with which purchases were made. These things are suitable subjects for a further study.

WAIM ranks high in the hearts and minds of its listeners. They believe that its programs have improved every year, and most of them commented favorably on the present quality of its offerings. Almost 100% of them stated that WAIM is generous and public-spirited in its donations of time for the promotion of all community enterprises and institutions. All of which is gratifying to the owner of the station, who has given unstintedly of the station's time and his own to help boost Anderson.

We asked listeners: "If you had to be restricted to one radio station only, would you choose WAIM?" This would be the acid test of any radio station. And WAIM came through it handsomely, with 76% of all the listeners in the Anderson area saying yes to that question. The farm listeners are WAIM's strongest boosters, for 90% of them would rather get along without all other stations than to lose WAIM. Moreover, the city listeners gave this local station almost an 80% vote on its rating against all other stations in the country.

These statistics will give you a fairly good idea of the kind of socially significant job a 250-watt station can do.

Plenty of ways to solve the problem of keeping cool on a hot summer day! But only *one* way to solve the problem of reaching *all* of the 117,000 radio homes in the rich Roanoke-Southwest Virginia territory! That's with WDBJ—the only station that can be heard satisfactorily at all times throughout the entire area. Let us show you what that means in results for advertisers!

ROANOKE **WDBJ** VIRGINIA

CBS Affiliate . . 960 K.C. 5000 Watts Full Time

Owned and Operated by the TIMES-WORLD CORPORATION

FREE & PETERS, INC.
Exclusive National Representative

ANSWERED BY KIDS
Alka-Seltzer's Tiny Savants Have Busy Time

A SURVEY of the two-year period during which the *Quiz Kids* have been heard on the BLUE under sponsorship of Miles Labs., Elkhart, Ind., reveals they have been asked 1,311 questions, of which they have missed 170. A total of 1,013,302 letters have been mailed to them by listeners between June 24, 1940, and July 1, 1942, with an average of seven queries per letter.

Of the 110 kids appearing on the show, 53 were boys and 57 girls, while 60 guest observers have made short talks on the series. Richard Williams is the "top" Quiz Kid with 70 appearances, with Jack Lucal and Gerard Darrow close behind. The kids have made six movie shorts, 30 personal appearances as a group, and have been written up by 18 national magazines. Each one receives a $100 war bond for every program on which he appears, making a total to date of 552 bonds presented to them by their sponsors. Agency is Wade Adv. Agency, Chicago.

FULL TUITION scholarship will be awarded the student in NBC-Northwestern U Summer Radio Institute who in the opinion of the faculty has done the most outstanding work in the school now in session, according to announcement last week by Harry C. Kopf, vice-president of NBC-Chicago.

KFDM'S
IMMEDIATE MARKET

1. 25% increase in population in Jefferson County since 1940.
2. 200% increase in Orange County
3. 28,000 engaged in war industries in Jefferson and Orange Counties.
4. Industrial payroll is $4,215,000.00 per month, in both counties.
5. Total population Jefferson and Orange Counties is 220,900.
6. In a 20-mile radius of Beaumont are four shipyards and five refineries.
7. 62,800 families in both Jefferson and Orange Counties (estimate based on 1940 census).

1000 WATTS · 560 KILO. BLUE NETWORK

KFDM
BEAUMONT

REPRESENTED BY THE HOWARD WILSON COMPANY

NOT UNCLE SAM—really—but a reasonably exact facsimile. The bearded gentleman in the above photograph is George W. Smith, managing director of WWVA, Wheeling, W. Va., who recently portrayed Uncle Sam in the patriotic show, "By the Dawn's Early Light," held at Oglebay park in Wheeling.

Commentators

(Continued from page 16)

we are subject to 'smearing' by commentators who go on the air every night to advertise a soap, a perfume, or some other such article . . ."

Commentators and newspapermen were then castigated further by Senators O'Mahoney, Lucas, Willis and White for "distortion of facts" in their efforts to make broadcast times and deadlines.

The implication was that newspapers are being influenced by their advertisers — advertising of steel companies that factory output was rapidly increasing receiving particular attention because of War Production figures being in disagreement with the steel companies —and that radio was influenced by advertising agencies.

Senator O'Mahoney said "let it remembered that practically every comment which comes over the ether each night is paid for by some advertising agency." He continued that manufacturers of advertised articles are the ones who "use the 'punch' adjectives" and who "take communiques and fill them in."

Senator Lucas, at conclusion of the discussion, said "one of the troubles with many radio broadcasters is that they are not responsible to anyone, so to speak. One sponsor has them for one week or six weeks, and another sponsor has them for another six weeks. They are in a category wholly different from that of a newspaper, as I view it, and certainly we ought to have all the information we possibly can obtain in regard to the sponsor, the advertisement and the individual who is commenting for one minute upon a particular article and during the other 14 minutes is telling us what is wrong with the world."

Called Unjustified

In a roundup by BROADCASTING of radio commentators' observations on the Senatorial attack it was found that none were apologetic and the consensus was that the Senate had made an unjustifiable attack based on insufficient knowledge of the facts.

Fulton Lewis jr., Mutual commentator, who received passing reference in the Senate discussion when it was declared by Senator O'Mahoney that Mr. Lewis was probably the only commentator who was asking why the country did not have rubber, took issue particularly with remarks of Senator Lucas. He said, "My reaction is that Senator Lucas is guilty of precisely the same thing he was accusing broadcasters of when he made a blanket indictment on the basis of the actions of a few."

He added that "Senator Lucas unjustifiably attempted to tear down the basic function of the democratic system and did a great disservice to the broadcasting industry when he made this attack."

"I challenge and resent Senator Lucas' statements and charges insofar as they apply to me," he declared, "and, inasmuch as they were blanket, without specifically excluding me, I must consider myself included."

A Bit Confused

Mr. Lindley, syndicated columnist, *Newsweek* departmental editor and commenator who with William Hillman conducts a commentary series over the BLUE, conceded that too much optimism concerning the war may be reflected by some commentators but took issue with the Senate's complaint that Congress is being unfairly criticized. He stated:

"With at least one point made by Senator O'Mahoney, I agree: There has been too much optimism concerning the war, both in the press and on the radio. But the burden of his complaint, and that of Senator Taft, seems to be that Congress is being unfairly criticized. Senator O'Mahoney says in effect that this criticism is undermining democracy. He confuses the cause with the effect.

"Most of the criticism I have heard and read comes from men too deeply attached to the American form of democracy not to feel gravely alarmed by the failure of many members of the present Congress to rise to the demands of the war, and especially by their quest for votes based on the supposition —which I believe to be erroneous— that the American people are soft and must be coddled.

Should Be Applauded

"Senators and Representatives who are aware of the gravity of the situation, should applaud the commentators who criticize Congress for its poor record in recent months—and, to judge from my own experience, they do."

Mr. Severeid said he felt that men in his particular field had not been attacked by the Senate. He said, "Since I am a news correspondent and not a news commentator, I don't feel the attack was directed at me or those in my office doing this specific type of work. We here are not trying to make decisions on the air but do a good job of reporting the news."

WKBN Joins Navy

IN PLACE of its own bugler, the Naval Training Station at Grove City College, Pa., is making the most of the transcribed bugler of WKBN, Youngstown. Since the station lacked one of its own, several officers suggested the use of a transcribed bugle call which is daily used to open the station at 6 a.m. Since then, the Naval station hooks up a loudspeaker every morning tuned to WKBN and the Navy's rookies are awakened as effectively. In addition, the station carries five minutes of news immediately after sign-on and the gobs get their news before breakfast each day. The station's service has gone over so well with Lt. Comdr. Grogan, commanding officer of the Naval post, that he asked the station to broadcast an assembly call bugle at 6:25 a.m.

DID YOU EVER HEAR OF BURG (Ky.)?

No foolin', fellers, Burg (Ky.) is a sure-enough town. But it ain't no *Sales Management* "High-Spot" city! On the other hand, Louisville *is!* It's easy to see why: the Louisville Trading Area has 57.5% of Kentucky's effective buying income, does 53.9% of the State's total retail buying!... High-spot radio station in the Louisville Area is WAVE—which delivers complete coverage at lowest cost. So—how about it, huh?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K. C. . . . N. B. C. Basic Red

FREE & PETERS, INC. National Representatives

THE MAINE MARKET IS NOW A SUPER MARKET WITH PORTLAND

Retail Sales Gains First In New England Where Alert Advertisers Are Now Reaping A Golden Harvest With

WGAN

560 KC.

5000 WATTS

DAY AND NIGHT

National Representatives PAUL H. RAYMER COMPANY

THE VOICE OF MISSISSIPPI

WJDX

5,000 D
1,000 N

JACKSON

N.B.C. RED

Owned and Operated By LAMAR LIFE INSURANCE COMPANY JACKSON MISSISSIPPI

KMA The Earl May Station The Mail Station

5000 - 1000 Watts • BLUE NETWORK

SHENANDOAH, IOWA

Ask your Agency to ask the Colonel!

FREE & PETERS, Inc., National Representatives

Welch's New Show

WELCH GRAPE JUICE Co., Westfield, N. Y. (grape, tomato juices), will wind up *Dear John* on Aug. 7 and on Aug 16 will replace the quarter-hour dramatic serial with a radio adaptation of the Clemence Dane screen and stage play, *A Bill of Divorcement*. Simultaneously, the program will shift time on 64 CBS stations from Fridays at 7:15-7:30 p.m. to Sundays at 6:15-6:30. The title role will be played by Irene Rich who last week in Chicago completed contractual arrangements for another year on the program—her tenth year with the same agency, H. W. Kastor & Sons Adv. Co. Louis Scofield, Chicago script writer, will adapt the play for radio while Gordon Hughes will direct the program which will continue to come out of Hollywood.

Kraemer Joins WSAV

EUGENE H. KRAEMER, formerly Red Network representative of NBC in New York, has taken over the sales management of WSAV, Savannah, according to an announcement by Harben Daniel, general manager. Mr. Kreamer at one time was advertising manager of *Scientific American Magazine* in New York City, and prior to that was associated with newspapers in the Middle West.

Press Critical of Petrillo

(Continued from page 12)

no secret that various groups (some of them almost as tightly organized as Mr. Petrillo's own American Federation of Musicians) are watching with great interest for the moment when a general movement to curb the power of the unions can be launched.

"When a popular howl is loud enough it has been known to reach even the ears of courts. Meantime, our urgent and well-intentioned advice to members of all labor unions, including Mr. Petrillo's own union, is to reflect carefully upon just whither such senseless abuses of the power they have so cheerfully and confidently delegated will lead them in the end."

A Matter of Freedom

Writing in the *New York Sun*, George E. Sokolsky, under the heading "These Days," commented on the czaristic powers of the AFM head. Sokolsky said:

"The real issue between the American people and James Petrillo is whether we may continue to function in a cultural sphere as free men or whether the whole 135,000,000 of us must accept his dictation. Suppose, tomorrow, Jimmy Petrillo orders Beethoven, Mozart, Wagner, Brahms and Sibelius off the air and out of the symphony halls, are we to be forced to abide his will? Suppose he instructs his musical slaves to play only jazz or swing, are we to suffer in silence?

"Meanwhile the central issue would be obscured. That central issue in the event of such a strike would be that one man, James Petrillo, boss of a private dues-collecting union, may wreck the business of broadcasters in order that American boys and girls of high school age should be kept off the air."

Pegler Bitter

Going into the background of Petrillo's power and union affairs, Westbrook Pegler, writer of the syndicated "Fair Enough" column, denounced Petrillo's actions and pointed to flaws in the AFM constitution which permit exercise of such power.

"There seems to be a good deal of excitement over Jimmy Petrillo's decision that amateur musical talent must get off the air and his verboten against the further manufacture of canned or recorded music for use by radio stations and in saloons and restaurants. James L. Fly, the chairman of the FCC wants an inquiry into the facts and the laws applying and says the situation is grave, as, of course, it is and has been for some years.

"But, apparently, no law does apply, because Petrillo's union is one of those privileged organizations which have been fostered by the labor policy of the New Deal and his union in particular last winter received special encouragement from Mrs. Roosevelt in the operation of a picket line which was a plain racket.

"To call Petrillo a czar or a dictator is not to exaggerate or misuse a term which has lost meaning with overuse. The constitution of his union says that he, the president, may suspend or revoke any portion of it at will and substitute therefore any order that he deems necessary which shall become the law of the union. Judge Ferdinand Pecora, coming on this provision in a perusal of the constitution in a court proceeding, jerked his head up in startlement and exclaimed, 'Do you call this a constitution?'

"But they do and it is their constitution and anything that Jimmy says goes within the union and there appears to be no law of the United States which would restrain him in any action which the Supreme Court, in its extremely generous view of things, regards as 'ordinary union activity.' The compulsory use of standby performers or workers by employers has been recognized as 'ordinary union activity' and that is the principle that underlies Jimmy's orders from the throne in the present cases."

Union Man's Views

That union members do not support the Petrillo ban was claimed by Sol O. Maltz, writing as a member of Local 802, New York, to the *Herald-Tribune*. Mr. Maltz said that rank and file members of the union oppose the edict and he described it as "merely the perfect fruit of that dictatorial power and immunity authorized by the same by-laws which permit him to set the same aside."

"Not only do we believe that his edict will not alleviate the unemployment problem, but it is our belief that his defense of his high-handed action is fantastic, because the ban on recordings, instead of creating more work for the musicians, will cause much unemployment for those members who specialize in that type of work.

"Possibly, will Petrillo demand a stand-by payment as a concession for the use of the records? If so, it is doubtful that the rank and file member will benefit. Such payments may enable Petrillo to outdo his recent expenditure of $150,000 for legal expenses covering a three-year period or increase his salary of $46,000 a year, plus extras.

"Finally, the so-called unemployment problem resulting from the use of recordings antedated our present emergency, and it strikes me as rather indelicate for a labor 'leader' to try to resolve the problem at this time, especially when it is recalled that the economic reasoning employed is questionable if not fantastic."

Mahoney Subs

WITH Earl Godwin devoting his full time to the nightly Ford Motor Co. news commentaries on the BLUE, Claude A. Mahoney, Navy reporter for the *Washington Star* and former White House reporter for the *Wall Street Journal*, on Aug. 3 takes over the six-weekly morning news program on WMAL, Washington, 7:45-8 a.m. spot, sponsored by the local Thompson Dairy. Godwin was released from his commitment to Thompson Dairy through a special arrangement with Lewis Edwin Ryan, the agency.

WRVA

COVERS NORFOLK AND RICHMOND IN VIRGINIA!

50,000 WATTS DAY AND NIGHT CBS

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

TO SELL WASHINGTON AT THE LOWEST COST

USE THE ORIGINAL

SPORTS REPORTER

featuring

TONY WAKEMAN

weekdays from 1 to 5 P. M.

15.4% of listeners*

* C. E. Hooper, Dec. '41 - April '42.

WINX

Washington's Own Station

Washington, D. C.

Representatives

E. Foreman Co., New York, Chicago

N. Y. Radio Men Study Bond Sales

V. F. Callahan, Treasury Radio Chief, Holds Informal Meeting

PROBLEMS confronting stations which have agreed to sell as well as advertise War Savings Bonds and Stamps were discussed informally last Wednesday afternoon by a group of broadcasters and station representatives from the New York metropolitan area, meeting at the Hotel Roosevelt at the call of Vincent F. Callahan, director of press and radio for the War Savings Staff of the Treasury Dept., who presided. This was the first of 50 such meetings to be held throughout the country during the next two weeks.

Stating that 636 of the 868 stations invited by the Treasury Dept. to act as agents for bonds have already accepted, Mr. Callahan reiterated Secretary Morgenthau's faith in radio's ability to do the job [BROADCASTING, July 27].

Promotion Aids

The use of station personalities in selling bonds, suggested by several broadcasters, is counted on heavily by the Treasury, Mr. Callahan said. Emphasizing radio's salesmanship, he said many listeners will go to a post office and buy money orders to mail to the stations, when they could buy their bonds right at the post office and save the cost of the money orders, just for the satisfaction of getting their bonds from their favorite announcer or actor or singer.

In response to requests for suggested methods of operation, Mr. Callahan said his staff was at a loss for an answer but as soon as stations develop successful plans he would send weekly mailing to all stations describing these proven methods.

Ralph E. Burgess, of the New York Federal Reserve Bank, explained the mechanics of becoming certified agents for bonds, securing application blanks, bonds and other needed equipment and turning over money from bond sales to the Federal Reserve Bank. In addition to supplying franked envelopes and reimbursing broadcasters for the cost of registered mail which the Government insists on for the delivery of bonds by mail, broadcasters who wish to have special application forms made up to conform to the needs of their special audiences will find the Government willing to cooperate by supplying those as well, he said.

Leonard Callahan of SESAC, volunteer liaison group between the Treasury Dept. and the broadcasters for bond sales, opened the meeting. Tom Lane and Russ Barrett of the Treasury Dept. were also present.

AFRO - AMERICAN Newspapers, Baltimore publishing house which circulates several newspapers in the Negro field, has undertaken paid sponsorship of remaining games of the Washington Grays, Negro Baseball League champions, over WWDC, Washington, under supervision of Henry J. Kaufman Adv. Agency and with Ray Carlson at the microphone. Conferring last week on the arrangements were (l to r): M. Belmont VerStanding, WWDC; Ray Carlson; J. B. LaCour, advertising manager of the newspapers; Henry J. Kaufman; Ralph Matthews, managing editor.

Mexican Net Additions

FOURTEEN Mexican affiliated stations have been added to the NBC Pan-American Network, making a total of 139 stations in North, Central and South America. The recent additions, all associated with the 43-station network headed by XEW, Mexico City, are XEKJ, Acapulco; XEBJ, Ciudad Victoria; XEJT, Celaya; XESA, Culiacan; XEBO, Irapuate; XEDW, Minatitlan; XEGL, Navojoa; XETQ, Orizaba; XEMU, Piedras Negras; XETL, Tuxpam; XERK, Tepic; XEUF, Uruapan; XEU, Vera Cruz; XEGC, Zamora.

WEBR's New Setup

IN THE reorganization of WEBR, Buffalo, entailed by its recent transfer of ownership from the *Buffalo Evening News* to the *Buffalo Courier-Express* and Paul E. Fitzpatrick [BROADCASTING, July 6], C. Robert Thompson is retained as station manager and William Doerr Jr. as commercial manager. Other executives are: Cy King, news bureau manager; Anthony Kay, assistant news bureau manager; Peter Krug, production manager; Edward Wegman, chief announcer; Robert Kliment, sportscaster; Helen King, publicity director. No change in personnel has been made and none is contemplated, according to Mr. Fitzpatrick, who is president of the licensee corporation. Lt. Comdr. W. J. Conners Jr., of the *Courier-Express*, has been chosen chairman of the board; John J. Meegan, secretary; Frank J. Clancy, treasurer.

WWL Promotes Hoerner

ED HOERNER has been promoted from production manager to program director of WWL, New Orleans, to succeed Henry Dupre, who recently joined the U. S. Marine Corps, General Manager W. H. Summerville announces. Hoerner, with a record of successful productions, currently has been conducting the Sunday evening *Elmer's Jamboree* quiz.

Mr. Hoerner

WHY AMERICA FIGHTS
Classic 'Squibb' Editorial Arouses Interest

CONSIDERED the very essence of what America is and what it fights for, the "editorial" read by David Ross on the July 3 broadcast of E. R. Squibbs & Sons' *Keep Working, Keep Singing, America* series on CBS has been read into the *Congressional Record* by Samuel A. Weiss (R-Pa.). Following the broadcast a wave of requests from all over the country came in to Squibb, which ordered special reprints of the passage. It reads:

"There was a dream . . . that men could one day speak the thoughts of their own choosing. There was a hope . . . that men could one day stroll through streets at evening, unafraid. There was a prayer . . . that each could speak to his own God in his own church. That dream, that hope, that prayer became America! Great strength, youthful heart, vast enterprise, hard work made it so. Now that same America is the dream . . . the hope . . . the prayer of our world. Our freedom, its dream. Our strength, its hope. Our swift race against time, its prayer! We must not fail the world now. We must not fail to share our freedom with it afterwards . . . Keep singing, Keep Working and Fight for America!"

FOUR STATIONS to sign for UP news recently are: WMAL, Washington; KUTA, Salt Lake City; WMBS, Uniontown, Pa.; KVAK, Atchison, Kan.

Serving Georgia's Richest Market
WITHOUT WASTE!
WATL
ATLANTA
MBS 250 W 1400 K C
Represented by SPOT SALES Inc.

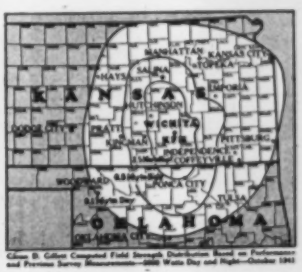
I Want more sales in Central New York?
WFBL
SYRACUSE, NEW YORK

THEY CALL ME A — "BOOM BABY" WITH A FUTURE!

Sharon Lee George of Wichita, Kansas, isn't old enough to understand this "Boom Baby" business. But her dad knows. He works for the Coleman Lamp and Stove Co., a large Wichita concern, heavily engaged in war contracts. Says Mr. George, "This whole area is booming and we think it's going to stay that way." That's why Sharon is a "Boom Baby" with a future!

• • •

Wichita enjoys the perfect combination: a growing industrial and aircraft center, backed up with basic wealth in agriculture and oil. To sell this booming profit area, include KFH on your schedule. Radio Station KFH dominates the market! In fact, it's the only full-time, 5000-watter in the State of Kansas.



That Selling Station In
Kansas' Biggest, Richest Market
K F H
WICHITA
CBS - 5000 Watts Day and Night
CALL ANY EDWARD PETRY OFFICE

Radio'd Erle

THREE FLIERS, in an uncontrollable bombing plane over Kansas City, radioed Erle Smith, news editor of KMBC, Kansas City, they would notify him of their positions if they landed safely. They bailed out and two, V. D. Gibson, chief pilot, and Dan Norton, flight engineer, called Smith to have rescuers pick them up. Third member of the crew, L. E. Lloyd, co-pilot, suffered an injured ankle and was unable to reach a telephone. He was rescued, however.

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

Petrillo Ban

(*Continued from page 13*)

in some war plant areas there are no musicians available because they are all working on other jobs.

In many smaller cities and towns playing a musical instrument is even in normal times only a sporadic occupation and most AFM members in such localities derive most of their livelihood from other work. Yet they are listed as unemployed musicians on the AFM records, which therefore, it was stated, do not give a true picture of the situation.

Resentment was expressed that Mr. Petrillo should blame his troubles on the broadcasters, who a few years back agreed to increase their employment of musicians in an effort to cooperate with the union in solving its unemployment problem at that time.

Recorders Busy

When the broadcasters did this, it was with the understanding that the union on its part would not interfere with the use of records of transcriptions by the broadcasters, many of whom could not continue in operation without recourse to recorded music. In prohibiting AFM members from making records, Mr. Petrillo is definitely violating this understanding, many broadcasters feel.

Earlier last week, following announcement of the proposed Government suit and the request of Mr. Davis, which seemed to offer the union leader a chance to retire gracefully and without losing face with his 138,000 members, tension had noticeably lessened in New York radio and recording circles. Publication of Mr. Petrillo's letter to Chairman Fly, however, combined with the failure of the Dept. of Justice to file its suit, caused a return of the general feeling the walkout might occur on Saturday after all.

Meanwhile, the recording studios through the week had operated at fever pitch as advertisers and transcription library services, taking no chances, put on the pressure to get as many programs as possible stored up against the threatened shut-down in their future supply. Some of this was new business for the studios, such as recordings of opening and closing theme music for daytime serials which in case of a musician's strike could be sent to the stations as dialogue only, with the recorded music to be added locally.

The musician's union head sent a lengthy letter [see page 13] to Chairman Fly in which he explained that he was not a "czar" but merely an officer of the AFM carrying out instructions of its membership. His letter dealt at length with the history of canned music and the unemployment created by phonograph recordings and transcriptions.

Petrillo charged that the Government is protecting radio stations and makers of recordings. His letter to Chairman Fly did not answer the allegations of Mr. Davis, however.

As the Dept. of Justice indicated a bill of complaint was ready for filing any moment, perhaps Saturday in a Chicago Federal court, it was believed the bill would be sufficiently broad to cover any interim actions Petrillo might take. The Government would ask the court for an injunction restraining operation of the AFM ban.

Public indignation and sharp press rebukes against Petrillo continued to pile up during the past week. Frequent references were made to the arbitrary action of the union head at a time when the nation is facing a grave crisis and to the morale-building activities of the broadcasting industry.

First step tending to ease the situation was an agreement by KSTP, St. Paul, with the AFM local over a new contract [see page 54]. The union finally agreed to

(*Continued on page 56*)

HUBBARD'S STATEMENT ON AFM

THE STATEMENT by Stanley E. Hubbard, president and general manager of KSTP, St. Paul, follows in full text:

"KSTP has today signed a contract with the St. Paul musicians union for a period of two years from March 15, 1942. This contract has been under negotiations for some time. We conceded to a number of demands of the union, which we have been ready to meet at all times during the negotiations. On the other hand, the union finally agreed to the justice of our claim that our orchestra should not be frozen by requiring that we retain a man for a whole year after he worked four weeks, regardless of how he fitted into our musical organization.

"This was the sole matter in dispute between ourselves and the union, and our musicians have been working during all the time these negotiations have been in progress. In fact, our own musicians had no interest in the negotiations whatsoever.

"The signing of this contract settles the local situation and Fuehrer Petrillo no longer has any excuse for banning the broadcasts of name bands on the flimsy pretext that their music might be carried by KSTP. It does not settle the larger question which is whether one man shall have the right in this country not only to dictate to 140,000 musicians, but to determine what music shall be heard by the 80,000,000 radio listeners in this country. It certainly does not settle the question as to whether he shall have the right to deprive the American public of the music which they now receive by means of phonograph records.

"KSTP, one of the largest radio stations in the country, makes no use whatever of phonograph records, but we do feel that the hundreds of small stations in the country who serve the people of the smaller towns and rural communities should not be the victims of Petrilloism and be put out of business by this one man. It is for this reason we are so interested in this fight to preserve the American system of broadcasting and the rights of the public — a fight in which not only the Dept. of Justice already has interested itself, but one which also should interest every man, woman and child radio listener who believes in his fundamental rights as a free American."

DAYTON HAS CHANGED IN EVERY WAY BUT ONE!

NEW thousands in **POPULATION**

NEW millions in **PURCHASING POWER**

... but STILL as LOYAL as ever to its FAVORITE STATION

WHIO

***IS* THE DAYTON MARKET**

BASIC CBS • 5000 WATTS

G. P. HOLLINGBERY CO., Representative

Stovin and Wright

RADIO STATION REPRESENTATIVES

offices

MONTREAL • WINNIPEG

TORONTO

KSTP

MINNEAPOLIS - ST. PAUL

. . . not only the Northwest's most popular radio station

BUT

ALSO

a substantial contributor to "unemployment" relief

KSTP has just signed a new contract with Petrillo's American Federation of Musicians

KFQD
Anchorage
Alaska
Located Geographic Center of Alaska
•
Headquarters Alaska Defense Command
•
Alaska's Oldest Station
Direct Representation

YOUR BEST BET...

FOR COMPLETE INEXPENSIVE COVERAGE OF BALTIMORE
WCBM
BLUE NETWORK
National Reps.: Spot Sales, Inc.

WCAR
Influencing Sales
FAR Beyond Pontiac
In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . . the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.
GET THE FACTS FROM WCAR
PONTIAC, MICHIGAN
or the Foreman Co. • Chicago • New York

KSTP
50,000 WATTS
CLEAR CHANNEL
Exclusive NBC Outlet
MINNEAPOLIS • SAINT PAUL
Represented Nationally by Edw. Petry Co.

(*Continued from page 54*)

remove a clause providing that KSTP would be required to employ for one year any musicians who had performed four weeks at the station.

Petrillo's Defense

Petrillo offered a vigorous defense of his ban on recordings in his letter to FCC Chairman Fly, made public Thursday night at AFM headquarters in New York. At that time he stated that the order forbidding any AFM member from making recordings for use on the air or in juke boxes after July 31 (the next day) was still in effect.

Questioned as to the letter from Elmer Davis, OWI head, which asked Mr. Petrillo to rescind his ban on records "as a patriotic duty," he said that he had not yet answered the letter but would do so at the first possible moment.

Declaring there are 500,000 juke boxes in the United States and Canada which "alone have taken the jobs of approximately 8,000 live musicians" and that "there are approximately 500 radio stations which do not employ a single live musician," the Petrillo letter continued that: "It may be surprising to the public to know that 95% of the music in the United States and Canada heard today is canned music."

He repeated his previous arguments that AFM members get about $3,000,000 a year from recordings and lose about $100,000,000 worth of jobs for live musicians as a result. In some AFM locals unemployment is as high as 60%, 75% or even 90%, he declared.

Evades the Issue

The NAB through President Miller, said Friday that "Petrillo's reply to Chairman Fly of the FCC evades the basic issue which he himself has raised through his ban on the making of phonograph records and other types of musical recordings.

"In stopping all recordings, Mr. Petrillo is depriving the entire American public of recorded music in order to get at the few establishments which he believes should employ union musicians even though there is no need for them, even though the establishments may be unable to afford them, and even though musicians suited to their purpose are not locally available.

"The basic issue is the right of the American people to enjoy the fruits of invention. Mr. Petrillo's ban has the effect of depriving a large proportion of our citizens of the inspiration and enjoyment of hearing music performed by their favorites. However much Mr. Petrillo protests that his edict is aimed at 'commercial' use of records, he knows that his order prevents the making of all records, whether for private or commercial use, whether popular, classical or patriotic, and whether used in the home, in rural areas, for the entertainment of the armed forces and defense workers, or otherwise."

So. Cal. Stations Laud Fly for Petrillo Probe

LAUDING FCC Chairman James L. Fly for his defense of the radio industry against the music edicts of AFM President James C. Petrillo, the Southern California Broadcasters Assn., Los Angeles, meeting in executive sesion in late July, commended the chairman for his stand and support and telegraphed him to that effect. Under signature of Richard F. Connor, radio coordinator of the SCA, telegram to Chairman Fly read as follows:

"The Southern California Broadcasters' Assn. in formal meeting today passed a resolution expressing its sincere appreciation of your valiant stand in defending our industry against the abusive and arbitrary impositions of the Musicians' Union under the leadership of James Petrillo. We broadcasters feel heartily encouraged by having you champion the cause of our industry in this vital issue."

One aspect of radio's AFM troubles was cleared up Wednesday, when a two-year contract was signed between KSTP, St. Paul-Minneapolis, and the St. Paul local of the union. Station had already agreed to a 10% wage increase and to an increase in the size of its staff orchestra and the sole remaining stumbling block, that any musician employed for four weeks or more could not be dismissed within a year, which KSTP had refused to accept, was withdrawn by the union.

In its stead, the final contract contains a provision that any musician found unsatisfactory by the station may be discharged upon four weeks prior notice, with the stipulation that the KSTP staff orchestra shall be kept up to the specified minimum number of musicians at all times.

Since the station maintains studios in Minneapolis as well as St. Paul, it also has a contract with the Minneapolis AFM local, but that does not affect the station's agreement with the St. Paul union, as it has still a year to run.

Settlement of the KSTP difficulty with the AFM removes the union's bar against the network's broadcasts of dance bands from remote pickup locations, but late last week NBC had not restored the only two programs of that type which it had formerly regularly scheduled. The NBC Saturday evening broadcasts of the AFM concerts in Grant Park, Chicago, which had been cancelled July 25 by the union to prevent the program from going to KSTP, were also cancelled for Aug. 1, NBC stated. It was expected, however, that they would again be heard in the 9:30-10 p.m. spot on NBC, beginning this coming Saturday.

Before the agreement was reached in St. Paul, however, the AFM had ordered all remote dance band pickups from MBS as a result of controversies between KFRC, San Francisco, and WARM, Scranton, and the AFM locals in those cities. The San Francisco local had reportedly asked that the minimum hours of employment be increased from 6 to 12 a week and that the hourly scale also be increased.

A wage increase demand by the Scranton local was said to be the cause of the trouble in that city. Dale Robertson, commercial manager of WARM, conferred with Mr. Petrillo on Thursday afternoon, but no agreement was reached, the union reported.

Fred Weber, general manager of MBS, was in Florida when the remote pickups of that network were cancelled, but Mutual's New York headquarters issued the following statement in his name:

"With reference to the banning of remote dance bands feeding to the Mutual Network by our various originating stations, the network office was not notified directly by Mr. Petrillo, president of the AFM, of this action. Instead, this ban has been put into effect through the local musicians unions in each affected area. Locals in turn notified the stations. The trouble has arisen as a result of union disputes at KFRC and WARM, both Mutual affiliates.

"Mutual has tried unsuccessfully all day to reach Mr. Petrillo. In the meantime we are doing our utmost to present substitute service of a high quality to our affiliates from coast to coast."

First MBS remotes to be pulled from the network were those on WOR, New York, on Monday evening, but by Tuesday night they had been cancelled at WGN, Chicago; KHJ, Los Angeles, WKRC, Cincinnati, and WCAE, Pittsburgh. Stations were allowed to pick up the bands for local broadcasts as long as they did not feed them to the network.

Trammell Letter

Niles Trammell, president of NBC, in a letter sent July 28 to FCC Chairman Fly, explained NBC's position in the Interlochen, Mich., affair.

Outlining history of the camp Mr. Trammell said he understood it was incorporated in the fall of 1927 as a non-profit educational institution. Later it was affiliated with the U of Michigan School of Music and Department of Speech.

Since 1931, said Mr Trammell, the camp orchestra has broadcast

WITH AN EYE FOR PROFIT
WCOP
Money invested on WCOP has the HAPPY HABIT of returning a profit!
REPRESENTED BY HEADLEY-REED CO.
COPLEY PLAZA HOTEL, BOSTON - 1150 on Your Dial

over NBC on a sustaining basis. He explained negotiations between NBC and AFM on the broadcast, leading up to Petrillo's demand that the broadcast be cancelled this year.

"No doubt you will be interested to know that NBC does not now have an agreement with the AFM granting to the federation a national closed shop", wrote Mr. Trammell. "Our agreements with reference to the hiring of musicians for broadcast purposes are made with the various AFM local unions which have jurisdiction over the various territories in which we maintain studios".

Not a Closed Shop

After listing these pickup points, Mr. Trammell said, "I make a point of this because the AFM has claimed in press statements that we have a national closed shop agreement with it".

Had NBC broadcast the Interlochen orchestra, Mr. Trammell said, it would not have deprived members of the AFM of employment. He recited agreements with locals for payment of staff orchestras and mentioned that NBC on July 11 put on a staff orchestra of 56 from the New York studios. These men were already being paid for this time under the NBC agreement with the New York local. "At the same time", said Mr. Trammell, "we had available any number of other musical programs which we could have put on the air without additional cost to NBC or additional income for AFM members who were already being paid pursuant to agreement with AFM locals".

In a statement Friday night on behalf of the broadcasting industry and some transcription companies which are associate members of the NAB, Neville Miller, NAB president, stated, "Mr. Petrillo's ban on recordings strikes at the ability of hundreds of radio stations fully and effectively to serve the public. We cannot approve his attempt to set back the hands of the clock by abolishing one of Thomas Edison's great inventions which brings education and entertainment to all our citizens wherever located."

Pointing out the excellent labor relations of the broadcasting industry and the fact that radio has not put a single union musician out of work, Mr. Miller stated that a survey made only last year under Mr. Petrillo's own auspices, characterized the transcription industry as "a vital necessity to the small stations."

Mr. Miller continued, "It appears that Mr. Petrillo would like to have the transcription companies prevent their records from coming into the hands of stations which do not employ what he considers an adequate number of union musicians. As Mr. Petrillo knows only too well, the courts have held that any attempt by the transcription companies to do this would make them a party to an illegal conspiracy and subject to criminal prosecution by the Federal Government under the Anti-trust Laws.

"In refusing the request of Elmer Davis, director of war information, that he rescind his ban, Mr. Petrillo insists he is not barring records for home use. Mr. Petrillo, however, will not permit his musicians to perform unless the record companies guarantee that their records will not come into the hands of commercial users. Phonograph records are sold at every music store in the country. Mr. Petrillo knows that the record companies cannot as a practical matter police all the record stores of the country and he also knows that as a legal matter they cannot impose restrictions on the users of the record which are in any way binding on the purchaser. By every realistic standard, therefore, Mr. Petrillo's ban is all-inclusive."

OWI SETS UP PLAN FOR SPOT MESSAGES

ESTABLISHING a new system of allocating Government messages on national spot programs [BROADCASTING, July 27], the Radio Bureau of the Office of War Information last week announced it had set up a plan to put advertisers in groups so that no two groups would broadcast the messages in the same week. One or more Government messages will then be carried by one group of advertisers each week.

Advertisers whose programs are broadcast once a week are asked to carry one Government message per month, according to the plan, while those broadcasting more than once a week will be asked to carry two Government messages per month.

The OWI will send out fact sheets for the advertiser to prepare the Government announcement and it was noted that messages will be sent out approximately 2½ weeks in advance of broadcast date.

Meanwhile, it was disclosed that of 905 advertising agencies contacted by the OWI for information on national spot programs, more than 33% had replied by July 28, naming 54 sponsors willing to cooperate.

BILL GOODWIN, Hollywood announcer on the weekly CBS *Tommy Riggs & Betty Lou*, has a major role in the film, "Henry Aldrich Gets Glamour" being produced by Paramount. Isabel Randolph who portrays Mrs. Uppington in the weekly NBC *Fibber McGee & Molly Show*, has a comedy role.

Porter Aids Godwin

ROY PORTER, recently added to the BLUE commentator staff after his return from the European war zone where he was an AP correspondent, has been appointed alternate for Earl Godwin on the daily newscasts sponsored by Ford Motor Co., Detroit, on the BLUE. Porter will substitute for Godwin two nights weekly on the Ford broadcasts, heard daily at 8-8:15 p.m and repeated at 11 pm. (EWT) for the West Coast.

T. D. Christian to Rio

T. D. CHRISTIAN, NBS engineer for the last seven years, has left the network to become plant supervisor of the Brazilian Telephone Co., Rio de Janeiro. He leaves in mid-August by plane with his wife and two children. Previously with the International Telephone Co. in Central and South America and with Western Electric Co. in plant construction and installation, Mr. Christian has been a member of NBC's development and television groups for the past five years.

Lever Switch

LEVER BROS. Co., Cambridge, on Aug 3 is switching both products and agencies for its CBS *Bright Horizon* program, heard five times weekly, 11:30-11:45 a.m. Formerly promoting Swan Soap through Young & Rubicam, New York, the series is now heard in the interest of Silver Dust through BBDO, New York. Effective the same date, the company also discontinued the afternoon rebroadcast of the series on CBS at 2:15 p.m.

MR. RADIO EXECUTIVE:

Your time is valuable while you're in New York. That's why we want you to stay with us at the Roosevelt.

You'll be only a few steps from your representative, your network and the radio agencies. Our private passageway from Grand Central Station leads right to the lobby where you can register for a comfortable room and bath from $4.50.

Our Men's Bar is radio-famous and the meals are delicious whether you eat in the Grill, the Colonial Room or the Coffee Shop. There is dancing in the Grill every evening except Sunday.

HOTEL ROOSEVELT
MADISON AVE. AT 45th ST., NEW YORK
BERNAM G. HINES, *Managing Director*

FOR SALE

5 KW. WESTERN ELECTRIC USED TRANSMITTER—355B—LOW LEVEL GRID MODULATION—1% OVER ALL DISTORTION—CERAMIC WATER SYSTEM—NO RUBBER—DC FILAMENTS AND SPARE AVAILABLE. ALL COMPLETE—MANY EXTRAS. FULL INSTALLATION AND MAINTENANCE DATA READY TO MAIL YOU.

Sacrifice Price—Less Than Half Original Cost

WIRE OR WRITE—

BOX NO. Z-10
BROADCASTING
250 PARK AVENUE
NEW YORK, N. Y.

Actions of the FEDERAL COMMUNICATIONS COMMISSION

JULY 25 TO JULY 31 INCLUSIVE

Decisions . . .

JULY 28

KGHI, Little Rock, Ark.—Granted construction permit to install new transmitter.

KOVC, Valley City, N. D.—Granted construction permit to make changes in antenna.

WAKR, Akron, O.—Granted modification of license to operate with 5 kw., non-directional daytime.

NEW, A. M. Burton, Nashville—Upon petition of applicant dismissed without prejudice application for new station.

WAPO, Chattanooga, Tenn.—Denied petition for grant of application and set forth issues upon which application will be heard.

KRKO, Everett, Wash.—Granted modification of license authorizing unlimited time operation and cancelled special service authorization.

WBYN, Brooklyn—Designated for hearing application for move of main studios.

KGEI, San Francisco—Granted modification of license to add frequencies 7250, 9550 and 15210 kc.

K51L, St. Louis—Designated for hearing application for extension of time to complete station construction.

W65H, Hartford — Granted request to waive requirements of Section 3.261 so as to continue operating only from 6 p.m. until midnight.

WKZO, Kalamazoo, Mich. — Granted modification of construction permit for extension of completion date to 10-25-42.

JULY 29

NEW, Hugh Francis McKee, Portland, Ore.—Granted petition to dismiss new station application.

NEW, Capital City Broadcasting Co., Topeka, Kan.—Same.

NEW, New Haven Broadcasters, New Haven—Same.

NEW, Sacandaga Broadcasting Corp., Gloversville, N. Y.—Same.

KSD, St. Louis—Granted petition to dismiss application for construction permit.

WFCI, Pawtucket, R. I.—Same.

JULY 30

WWNY, Watertown, N. Y.—Granted modification of construction permit for extension of completion date to 10-16-42.

KMPC, Beverly Hills, Cal.—Granted modification of construction permit for extension of completion date to 9-2-42.

WCAO, Baltimore—Granted modification of construction permit for extension of completion date to 9-8-42.

WLAC, Nashville—Granted modification of construction permit for extension of completion date to 9-1-42.

W85A, Schenectady, N. Y.—Granted modification of construction permit for change in type of transmitter and extension of commencement and completion dates to 10 days after grant and 30 days thereafter, respectively.

Applications . . .

JULY 25

WKZO, Kalamazoo, Mich.—Modification of construction permit for extension of completion date to 10-25-42.

WAKR, Akron, O.—Modification of construction permit as modified for extension of completion date to 11-1-42.

KFEQ, St. Joseph, Mo.—Modification of construction permit as modified for extension of completion date to 9-30-42.

KOY, Phoenix, Ariz.—Modification of construction permit for extension of completion date indefinitely.

JULY 29

W47NY, New York — Modification of construction permit for extension of completion date to 2-4-43.

WFMJ, Youngstown—Voluntary assignment of license to WFMJ Broadcasting Co.

Tentative Calendar . . .

WMAW, Worcester, Mass., modification of construction permit for extension of completion date (Aug. 4).

WIBC, Indianapolis, construction permit for 1070 kc., 5 kw. night, 10 kw. day; unlimited; directional antenna night (Aug. 6

PROTECTION against saboteurs are these German shepherd watchdogs, recently added to other safeguards at the antenna towers of radio stations WHK-WCLE, Cleveland. Their names? Vic and Sade! They're six months old, and already yap at strangers. This is really two shots taken by Milt Hill, publicity director of the stations, with the dogs superimposed on the antenna.

Capt. Harold Smith

CAPT. HAROLD SMITH, Army Air Forces, and former FCC telephone rates examiner, was killed July 24 in an airplane crash near Lynchburg, Va. Graduate of Pennsylvania State College and George Washington Law School, Washington, Capt. Smith was admitted to the D. C. bar in 1939. Formerly with the Justice Dept. he joined the FCC in 1938, serving until September, 1941.

DREXEL INSTITUTE of Technology, Philadelphia, has started a 12-week course in radio communication. The work, all on college level, is directed by Prof. E. O. Lange, of the Drexel faculty.

Rubber Substitute Developed By RCA

Plastic Replaces Critical Item In Making Radio Tubes

DEVELOPMENT of "resistoflex", a semi-plastic material made from alcohol, now permits the release of large quantities of rubber previously required to operate intricate machines used in the production of RCA radio tubes. The company's research men have been at work on this substance for several months and last week its practical success was announced.

When indications of the rubber shortage first appeared, the company realized the necessity of developing a substitute product for use in the various steps in tube manufacture. In the past, rubber tubing was standard equipment to feed fire from fixed sources to moving burners; rubber was also used for connectors between valves, traps, pumps and gauges in evacuating lines.

According to an RCA announcement, this new material was found to be highly resistant to the many solvents which depreciated rubber and eliminated the other plastics. Although it lacked rubber's flexibility at first, RCA scientists overcame this.

RCA tests with new rubber-less hoses have shown that under actual operating conditions they stand up under hard use even though saturated with hot oil and subjected to continuous flexing at the rate of 600 times an hour. In one particular test the new substance has lasted on one machine for a year with no signs of depreciation, although the rubber tubing, formerly used, had to be replaced about five times annually.

THE SERVICE RECORD OF 21,000 COMPRESSION CONES IS YOUR MARGIN OF SAFETY IN SPECIFYING "LAPP" FOR ANTENNA STRUCTURE INSULATORS

More than 21,000 Lapp Porcelain Compression cones have gone into service. They range from tiny 3" cones for pipe masts to the large units shown above and recently installed in the new WABC transmitter. In the history of these insulators, covering more than 20 years, we have never heard of a tower failure due to failure of a Lapp porcelain part. Reason enough to specify "Lapp" for tower footing insulators. Lapp Insulator Co., Inc., LeRoy, N. Y.

This giant base insulator supports one corner of the new WABC tower.

Specify LAPP FOR SECURITY IN ANTENNA STRUCTURE INSULATORS

Network Accounts

All time Eastern Wartime unless indicated

New Business

HALL BROS., Kansas City (Hallmark greeting cards) on Aug. 21 starts *Your Navy* on 113 BLUE stations instead of 93 as originally announced, Fri., 10-10:30 p.m. Agency: Henri, Hurst & MacDonald, Chicago.

COLGATE-PALMOLIVE-PEET Co., Jersey City, on Oct. 3 starts a variety show with Al Jolson on NBC, Sat., 9:30-10 p.m. Agency: Sherman & Marquette, Chicago.

MENNEN Co., Newark (toiletries), on Aug. 13 starts for 52 weeks, *Bob Garred News* on 6 CBS West Coast stations (KNX KQW KARM KROY KIRO KOIN), Tues., Thurs., Sat., 7:30-7:45 a.m. (PWT). Agency: Russel M. Seeds Co., Chicago.

UNDERWOOD - ELLIOTT - FISHER, Toronto (business machines) on Oct. 11 starts *Ernest Seitz Musicale* on CFCF, Montreal; CBO, Ottawa; CBL, Toronto; Sun., 1:30-1:55 p.m. Agency: J. J. Gibbons Ltd., Toronto.

PARAMOUNT PICTURES Inc., New York ("Holiday Inn") on Aug. 4 only, sponsors *Parade of Bands* on 89 BLUE stations, 9:30-10 p.m. Agency: Buchanan & Co., N. Y.

Renewal Accounts

GENERAL FOODS Corp., New York (Postum), on Aug. 13 resumes *The Aldrich Family* on 91 NBC stations, Thurs., 8:30-9 p.m. Agency: Young & Rubicam, N. Y.

DR. JOHN MATTHEWS, Los Angeles (religious) on July 18 renewed for 26 weeks *Shepherd of the Air*, on 8 Don Lee California stations (KHJ KDB KVEC KVOE KFXM KGB KXO KPMC), Sat., 4-4:30 p.m. (PWT). Agency: Tom Westwood Adv., Los Angeles.

PRUDENTIAL INSURANCE Co. of America, Newark, N. J., on Aug. 30 renews *Family Hour*, and adds 22 CBS stations, making a total of 82 CBS stations, Sun., 5-5:45 p.m. Agency: Benton & Bowles, N. Y.

Network Changes

FIRESTONE TIRE & RUBBER Co., Akron, has added 2 NBC stations to *Voice of Firestone, Monday*, 8:30-9 p.m., making a total of 65 NBC stations. Agency: Sweeney & James Co., Cleveland.

CALIFORNIA FRUIT GROWERS EXCHANGE, Los Angeles (Sunkist oranges, lemons), on Aug. 3 adds 7 CBS stations to *Hedda Hopper's Hollywood*, making a total 46 CBS stations, Mon., Wed., Fri., 6:15-6:30 p.m. Agency: Lord & Thomas, Los Angeles.

MANHATTAN SOAP Co., New York (Sweetheart soap), on Aug. 11 shifts *Bob Garred Reporting* on 6 CBS Pacific Coast stations (KNX KQW KARM KTOY KOIN KIRO), from Tues., Thurs., Sat., 7:30-7:45 a.m., to Mon., Wed., Fri. Agency: Franklin Bruck Adv. Corp., N. Y.

WELCH GRAPE JUICE Co., Westfield, N. Y. (grape and tomato juices), on Aug. 16 will replace *Dear John* with *A Bill of Divorcement*, and will shift on 64 CBS stations from Fri., 7:15-7:30 p.m. to Sundays, 6:15-6:30 p.m. Agency: H. W. Kastor & Sons Adv. Co., Chicago.

Blue Coal Starts Early

STARTING its annual radio campaign several weeks earlier this year, Delaware, Lackawanna & Western Coal Co., New York, will again sponsor the mystery thriller *The Shadow* on MBS as part of a special cooperative dealer drive to advocate conversion of oil-burning heaters to the use of coal. Promoting Blue Coal, the campaign will extend for a period of 12 weeks throughout the anthracite-burning territory as far west as Chicago. It will include, besides radio, the use of newspapers, poster, counter cards, window displays and direct mail. Date for the start of the weekly Mutual program has not yet been announced, according to Ruthrauff & Ryan, New York

Studio Notes

RETURNING to WINS, New York, after a half-year's absence, *Welcome to Wheeler*, transcribed quarter-hour weekly series produced by the public relations office of Camp Wheeler, Ga., brings greetings from soldiers from New York City to their families, as well as band music, with Sgt. Harry Blake, former New York newspaperman serving as announcer and produced under the supervision of Lt. Chauncey Brooks Jr., public relations officer, formerly of WBAL, Baltimore. First series was launched by Capt. Edwin P. Curtin, formerly publicity director of BBDO, New York.

WCCO, Minneapolis, held its third dinner party at the Hotel Nicollet recently for members of the Minneapolis Aquatennial Committee and 275 Minnesota mayors and their wives. Welcoming addresses were given by Gov. Stassen, Mayor Kline of Minneapolis, William E. Forbes, general manager of WCCO, Al Sheehan, program director.

WTCM, Traverse City, Mich., cooperated with the cherry growers and the U. S. Employment office by running spots for laborers to pick the fruit, whenever a report on a worker shortage came in from a certain district. Due to WTCM's recruiting, crops that might have rotted were saved.

WORL, Boston, is opening a branch office in Chicago to serve timebuyers in the midwest and Chicago agencies. Dana Baird, with WORL three years as salesman, will be manager.

PLAN for the air fleet of super cargo planes was first advanced by Henry J. Kaiser, West Coast shipbuilder, during a July 19 broadcast of KEX, Portland, from the Oregon Shipbuilding Corp., Portland, according to that station.

MODERN and ancient music of the Allied countries is heard in a series of concert recordings, titled *Music of the United Nations* on WQXR, New York.

WPAT, Paterson, N. J., to promote the sale of war bonds and stamps in Northern New Jersey communities has started a "Bond Wagon," which travels to the various cities with talent shows to acquire war savings pledges.

KFH, Wichita, in cooperation with the call for nurses from Washington has staged a number of special half-hour broadcasts promoting student nurse applications as well as taking the Ark Valley Boys out on the street for demonstrations during downtown noon rush hours in the interest of recruiting student nurses.

TO HONOR 15 former employees now in the services, KOA recently dedicated a service flag in a special half-hour broadcast. Yeoman Starr Yelland (left) former KOA announcer at the mike mc'd the program. Lt. Com. Lloyd E. Yoder, Navy public relations officer for Colorado, stands ready to read the Navy Roll of Honor.

KLZ, Denver, in cooperation with the Office of Price Administration on July 22 broadcast from what was claimed the first Model Price Ceiling Posting Store in the country. Maida Severn, KLZ director of women's programs made a tour through the store advising listeners how prices should be shown in all types of stores.

WMT, Cedar Rapids, has received the first 100% flag issued in Cedar Rapids. WMT has reported 100% enrollment in the payroll savings plan for war bonds.

WIND, Gary, Ind., thrice weekly presents *Treasury Corner* from the corner of Broadway & Fifth and features visiting entertainers of stage, radio and screen.

IN a recruiting drive for 125 men, the complement of a destroyer, from the Tulsa area, KVOO devoted two half-hours, two quarter-hours and numerous spot announcements on July 18 with the result that 129 men enlisted.

IN A three-way tieup between WHN, New York, *Parade Magazine* and the Hotel Astor, New York, a variety program titled *Parade's Weekly Revue is* presented Thursday evenings on WHN from the Coral Room of the Astor, on a sustaining basis. Tickets are distributed weekly to members of the armed forces through Father Duffy's mobile canteen unit, and a special feature is the presentation by R. A. Lasley, editor of *Parade*, of a "silver baton" to the outstanding person in the week's news.

TALENT of NBC-Chicago is donating services in five USO-American Legion sidewalk booths to raise funds. William Ray, publicity director of NBC-Chicago and member of the USO local publicity committee is in charge of the talent appearances at the booths.

Keystone Disc Hookup Now Has 188 Outlets

WITH development of intensified war activity in Alaska, Keystone Broadcasting System last week announced from its New York headquarters that it had added KFQD, Anchorage, to its affiliates. Recent additions to the wax network, bringing the total number of affiliates to 188 stations, include: WTMC, Ocala, Fla.; WGAA, Gainesville, Ga.; WRLC, Toccoa, Ga.; WJPF, Herrin, Ill.; WKMO, Kokomo, Ind.; WAOV, Vincennes; WFMD, Frederick, Md.; KRFJ, Miles City, Mont; WALL, Middleton, N. Y.; WSLB, Ogdensburg, N. Y.; WFAS, White Plains, N. Y.; WMRF, Lewistown, Pa.; KEYS, Corpus Christi, Tex.; WWSR, St. Albans, Vt.; WDEV, Waterbury, Va.; WJMA, Covington, Va.; WINC, Winchester, Va.

A semi-annual report of the activities and sales progress of KBS is being out to affiliates this week, covering the results of recent tests and nation-wide surveys. The report also includes a listing of the network shows for which the transcription network is now negotiating, and covers the detailed activities of the KBS sales departments in New York, Chicago and Hollywood and their work to date in developing the secondary market field.

Wing Heads KROC

JERRY WING, vice-president, studio director and assistant to the late Gregory Gentling in the management of KROC, Rochester, has been appointed by the stockholders and directors of the station as general manager, filling the vacancy caused by the death of Mr. Gentling [BROADCASTING, July 27]. Mr. Wing has been associated with KROC since its inception.

WTMJ, Minwaukee, and its FM adjunct W55M, collided with "double trouble" July 26 when they were off the air an hour and a half due to power failure that affected seven counties.

"Carol Blake . . . The gal sang too easily and with too much poise to be just starting out, for unless WMCA has picked up a miracle woman, years of radio experience are necessary to develop the technique she exhibits."

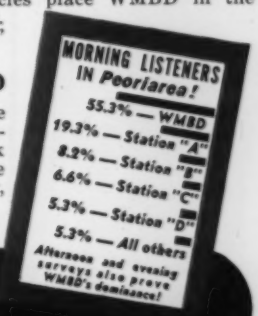
VARIETY · WED., JULY 8, 1942

The INTRODUCTION is *IMPORTANT!*

First impressions make a difference! Why not take advantage of the unique spot WMBD holds in the hearts of the "home folks" in PEORIAREA? Public service, community endeavor, the finest entertainment—these policies place WMBD in the position of trusted and valued friend. And—WMBD gets results no "outsider" can.

FOLKS *Listen* TO WMBD

Here's one medium that covers *all* of the thriving PEORIAREA market—and continues to cover it day and night. Just ask us for facts—they'll be eye-openers! The chart at right—a C. C. Chappelle survey, for example. And there are many more!


MORNING LISTENERS IN Peoriarea!
55.3% — WMBD
19.3% — Station "A"
8.2% — Station "B"
6.6% — Station "C"
5.3% — Station "D"
5.3% — All others
Afternoon and evening surveys also prove WMBD's dominance!

WMBD PEORIA, ILL.

YOU'RE IN EXCELLENT COMPANY ON WMBD

FREE & PETERS, Inc. Exclusive National Representatives

National advertisers use WMBD to introduce and *keep selling* their products in PEORIAREA. Many of them have based national campaigns on tests run here. Our Merchandising Department is alert, aggressive, eager to help.

WMBD *is a Member of* CBS *Network*

BOOST YOUR SALES

Advertise over Central America's most modern stations

190,000 AMERICANS OF THE CANAL ZONE BUY AMERICAN

Rep.: Melchor Guzman Co. Inc.
9 Rockefeller Plaza, New York City

HOK-HP5K
640 Kc. 5,005 Kc.
Colon, Panama

Think of
CLARK
•
synonym for
QUALITY
TRANSCRIPTION
PROCESSING

Think of quality transcription processing and you think of CLARK. That's natural as ABC. Since radio's pioneer days CLARK has been the symbol for pride of workmanship and dependability of performance. All over America electrical transcriptions bear the stamp of CLARK experience. Today nearly every sizable transcription producer is a CLARK client. How about you?

Clark
Phonograph Record Co.
Newark, N. J.
216 High St. Humboldt 2-0880
Chicago, Illinois
221 N. LaSalle St. Central 5275

Agencies

WALTER A. TIBBALS, formerly radio timebuyer of Biow Co., New York, on Aug. 3 joins BBDO, New York, as a director in the radio department. While at Biow, Mr. Tibbals handled several accounts using spot radio as well as assisting on the Philip Morris network shows and the Eversharp *Take It or Leave It* show on CBS. He was previously with WNEW, New York.

WALTER GREEN has been promoted to radio director of Philip Klein Adv. Agency, Philadelphia, succeeding Henry Klein, who transfers to the agency's publicity department.

H. ARTHUR ENGLEMAN, who formerly headed his own advertising agency in Philadelphia, has become vice-president and general manager of Henry Tetlow Co., cosmetic manufacturers of Philadelphia and London, England.

JAMES THOMPSON, account executive of N. W. Ayer & Son, Philadelphia, has entered the Army.

HOWARD K. MOLL, formerly in the production department of the George Moll Agency, Philadelphia, is now a sergeant in the Army.

JANE BENNETT, copywriter of Gray & Rogers, Philadelphia, is the first woman in the local advertising agency field to join the WAAC and has left for Fort Des Moines.

GEORGE KERN, of Benton & Bowles Inc., has been commissioned a captain in the Ordnance Division of the Army and leaves Aug. 2 to begin a four-week training course at Princeton, N. J.

W. DOTY EDOUARDE, formerly timebuyer of Compton Adv., New York, has joined Badger, Browning & Hersey, New York, as assistant to H. W. Mallinson Jr., director of station relations. Jack Wilcher, formerly freelance producer, has joined the production department in an executive capacity.

MICHAEL E. CARLOCK, formerly of BBDO and on the staffs of *Encyclopedia Britannica* and Fawcett Publications, has joined Benton & Bowles, New York, and will work on the Prudential Insurance Co. of America account.

LLOYD SEIDMAN, account executive of Donahue & Coe, New York, has been named a vice-president.

KAY BARR, formerly with the publicity staff of KPO, San Francisco, has joined the A. E. Nelson Co., new San Francisco advertising agency headed by Al Nelson, former assistant vice-president of NBC and manager of KPO-KGO. Barr heads the press relations division.

WDRC
CONNECTICUT'S PIONEER BROADCASTER

OUR RATE POLICY

As a national advertiser, your rate is no higher than that paid by the many local accounts who use this station consistently and profitably. It's one rate to everybody—a bargain for all! WDRC, Hartford, Basic CBS for Connecticut.

CBS

Garfield Doubles

SIDNEY GARFIELD, president of Hirshon-Garfield, New York advertising firm, made his bow as a radio entertainer July 20, in a five-weekly series on WJZ, New York, titled *The Man's Corner of the Air*. Garfield's five-minute program at 6:05 p.m. is being devoted to observations on male foibles. Before establishing his agency, Garfield was associated with Fairchild Publications. A concert violinist while still in his teens, he became an editor of *Pearson's* Magazine at 19.

CHARLES BROWN, formerly promotional secretary of Drury College, Springfield, Mo., and before that with Ralston Purina Co., St. Louis, on Sept. 1 will join Gardner Adv. Co., St. Louis, as producer and writer of *Checkerboard Time* sponsored by Ralston Purina Co.

ROBERT H. KNOLLIN has been appointed Los Angeles manager of Knollin Adv. Agency, having been transferred from the firm's San Francisco office. He succeeds Herbert O. Nelson, who resigned to join the public relations department of Vultee Aircraft.

DAN LYMAN, account executive of Lord & Thomas, Los Angeles, recently joined the Navy as lieutenant. Charles Melvin, head of the agency's research department in that city, has also joined the Navy as lieutenant (j.g.)

ROBERT E. LEE, formerly on the New York production staff of Young & Rubicam, has joined the War Department in Washington as special radio consultant, functioning in the Special Service branch under Maj. Tom Lewis.

MORRIS UNGER, for 17 years merchandising manager of Joseph Jacobs Jewish Market Organization, New York, has been appointed general manager.

NATE TUFTS, formerly New York producer and contact of Ruthrauff & Ryan, has been appointed the agency's West Coast radio director with headquarters in Hollywood. He will supervise all agency produced shows originating from the West Coast.

WALTER L. RUBENS, of Vanderbie & Rubens, Chicago, left for the Army Air Forces recently. Vanderbie will carry on the agency.

JOHN B. MEAKIN, of NBC's production staff in New York, has joined the radio department of William Esty Co., New York, to produce *How'm I Doin*, and the *Story of Bess Johnson* for the agency.

JOHN MACDONELL, director of the *E. R. Squibb & Sons* program starring Frank Parker on CBS, and Helen Phillips of the radio department of Wm. Esty & Co., New York, were married two weeks ago in Princeton, N. J.

HARRY WISMER, of the Detroit office of Maxon Inc., has been signed by the BLUE as football announcer for games by the network this fall. Mr. Wismer has handled play-by-play descriptions in the past of games broadcast on the Michigan network and on local Detroit stations.

WILLIAM E. BERCHTOLD, vice-president of J. Stirling Getchell, New York, has been elected to the agency's board of directors, it has been announced by J. V. Tarleton, president of the company. With Getchell for the past eight years, Mr. Berchtold was director of publicity for Plymouth and DeSota when he first joined the agency, and served as DeSota account executive for three years in Detroit prior to returning to New York in 1938 to manage the research and media departments and assist in creative planning as a member of the agency's plan board.

ED MARSHALL, former CBS producer, has joined BBDO, New York, as a staff director to assist Kenneth Webb on the Armstrong Cork Co. *Theatre of Today* series on CBS.

MARY DUFFY, publicity director of Sherman & Marquette, Chicago, was married recently to Erwin McCarty of Chicago.

Jennings in Service; Aleshire Successor

ROBERT G. JENNINGS, radio director of H. W. Kastor & Sons, Chicago, resigned last week to enter the armed forces. Mr. Jennings was formerly vice-president of WLW-WSAI, Cincinnati, before joining Kastor's in 1938. He will remain in New York with his wife, Betty Winkler, radio actress, while awaiting reporting orders from Washington. Ed Aleshire, agency account executive, has been appointed radio director succeeding Mr. Jennings. Benjamin J. Green, production director, has been advanced to assistant radio director.

Mr. Jennings

C. T. Southwick

CLARENCY TALBOT SOUTHWICK, 70, newspaper correspondent and New York advertising agency man, died July 24 at the Presbyterian Hospital, New York. Starting out as newspaper man, Southwick entered advertising with Frank Presbrey Agency, and later became a partner in Street & Finney, New York. He joined McCann-Erickson, as director of plans and research in 1915, remaining with the firm until 1929 when he opened his own agency, now dissolved. He leaves a wife and two sons.

Thomas Irvine Luckett

THOMAS IRVINE LUCKETT, 61, for 20 years a research expert for Lord & Thomas in Washington, died at his home in that city last week. He was with National Adv. Corp. when the late Thomas F. Logan was president, and remained with the firm when its name was changed to Lord & Thomas. Surviving are his wife, two married daughters and a granddaughter.

JOCKO MAXWELL, sports director of WWRL, New York, will write a column for *Baseball Digest*, national sports monthly published in Chicago.

WHBF
AFFILIATE OF ROCK ISLAND, ILLINOIS ARMS
Basic Mutual Network Outlet
FULL TIME 1,000 W.
THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND • DAVENPORT • MOLINE

Camp Shows Using Industry Personnel

Radio Men Now in Service on Coast Head New Programs

DRAMATIZING high spots in the lives of aviation cadets, a new weekly wartime program titled *Uncle Sam Presents* was inaugurated July 28 on NBC Pacific Coast and Rocky Mountain stations, Tuesday, 9:30-10 p.m. (PWT), with Dave Elton as network production supervisor.

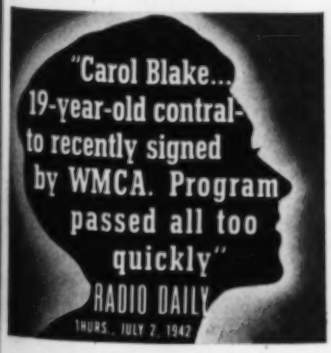
Originating from West Coast Air Force Training Center at Santa Ana, Cal., the entire production, including writing, announcing and technician operation, is being handled by men formerly employed in the radio industry.

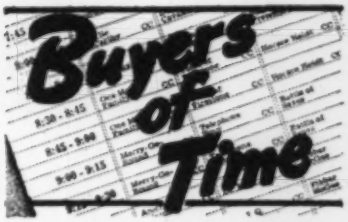
The new series augments the recently launched weekly transcontinental CBS *Soldiers With Wings*, Saturday, 8-8:30 p.m. (PWT), and Mutual-Don Lee Pacific Coast broadcast, *Wings Over the West* Coast, Sunday, 7:15-7:30 p.m. (PWT), which also originate from the training center.

Cast of the new program is confined to camp talent, while that of the latter two shows include top guest names. Featured on all programs is a 35-piece band composed of men formerly associated with name radio and film studio orchestras. Capt. Eddie Dunstedter, formerly organist-pianist of CBS, Hollywood, is director.

Erstwhile radio men assigned to the various programs are Corp. Tom D'Andrea, formerly writer on the *Olsen & Johnson Show* when sponsored by Richfield Oil Co. on NBC West Coast stations; Pvt. George Hope, gag-writer brother of Bob Hope; Capt. Arthur V. Jones and Pvt. Bill Erwin, formerly writers on the NBC *Chase & Sanborn Show*, sponsored by Standard Brands; Capt. Melville Ruick, formerly announcer on the CBS *Lux Radio Theatre*, sponsored by Lever Bros. Co.; Pvt. Ben Gage, formerly announcer on the NBC *Bob Hope Show*, sponsored by Pepsodent Co.; Pvt. Hal Gibney, formerly announcer on the BLUE *Jimmy Fidler* commentary, sponsored by Carter Products; Lt. Robert J. McAndrews, formerly sales promotion manager of NBC Western Division.

JACK JOHNSTONE, copy writer of Lord & Thomas, New York, has joined the New York office of Blackett-Samnle-Hummert as vice-president in charge of the copy department.





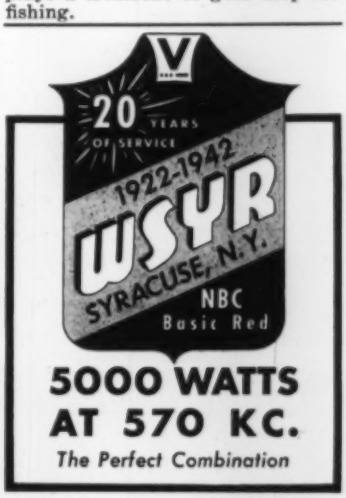
WALTER MEAD

AN ELEVATOR gave Walter Mead a lift just when he needed it. Coming to New York, after graduation from Washington U, St. Louis in 1939, he obtained a job running an elevator in a popular hotel until he could land something in the advertising field.

After several months he deserted the defined rut of his elevator shaft for a position as a radio copy writer with Lord & Thomas. When he learned the ropes of commercials he graduated to the rank of script writer with Ruthrauff & Ryan.

With an ample radio background he came to H. E. Hudgins Co., Baltimore, as radio director and timebuyer, where he currently handles such accounts as Gunther Brewing Co., Baltimore, and Baltimore Pure Rye.

A native of St. Louis, where he was born in 1916, Mr. Mead attended high school and college in his home town. Already married, he has a seven-month-old son who is trying hard to say, "Pop". When not busy playing with his son, he plays a trombone or goes deep sea fishing.



NBC Greens

SEVERAL SHADES of green paint produced by Sherwin-Williams Co., Cleveland, and used in redecorating NBC's Radio City in Hollywood, have been named after NBC. Official trade designation of the colors will be "NBC Green No. 1," "NBC Green No. 2," and "NBC Dado Green." Sherwin-Williams Co. sponsors NBC's *Metropolitan Auditions of the Air*.

Liebmann Football

LIEBMANN BREWERIES, Brooklyn, executive user of spot radio for its Rheingold beer, is planning to sponsor from seven to nine of the Fordham football games, exclusive broadcasting rights to which have been signed by the BLUE, Liebmann, starting the last week in September, plans to carry play-by-play descriptions of the games on WJZ, BLUE outlet in New York, and WTIC, Hartford affiliate of the BLUE. Further details will be announced later. Agency is Young & Rubicam, New York.

SOUND TRACK of the film "Holiday Inn", is being used by Paramount Pictures, New York, in a series of five-minute shows on WJZ, New York, five-times weekly, as part of a promotion campaign for the picture [BROADCASTING, July 27].

AGENCY Appointments

EDELBRAU BREWERY, Brooklyn, to Roy S. Durstine Inc., New York. Will continue schedule of sports, variety and music programs on three New York stations. No new radio plans at present.

GARTH-WEST Inc., Boston (Ultra-tan), to Chambers & Wisell, Boston, using radio and newspapers.

SMITHFIELD HAM & PRODUCTS Co., Smithfield, Va. (Amber and James River brand hams), to Carter-Tomson Co., Philadelphia.

PHILADELPHIA EAGLES, Philadelphia (major league football team), to Seberhagen Inc., Philadelphia.

LUTHERAN LAYMAN'S LEAGUE, St. Louis, reappoints Kelly, Zahrndt & Kelly Inc., St. Louis. New series starts in October using an increased number of stations.

ALTON BOX BOARD Co., Alton, Ill., to Olian Adv. Co., St. Louis, using spots.

SAFE-T-SEAL Mfg. Co., Washington (puncture-sealing compound), to Henry J. Kaufman Agency, Washington. Radio is being used.

VADSCO SALES Corp., L. I. City, N. Y. (Mavis, Djer-Kiss and Deletrez toiletries), to Woltman, Barton & Gold, New York. Media plans not yet announced.

SOCIEDADE IMOBILIARIA JAGUARE LTDA., industrial real estate project in Sao Paulo, Brazil, to J. Walter Thompson Co., Sao Paulo, for all advertising.

JWT Loses 7 in Battle

SEVEN members of the London office of J. Walter Thompson Co. have been killed in action since the outbreak of the war, according to Samuel W. Meek, vice-president in charge of international operations. That office still is staffed by 140 fulltime and 200 part-time employes, despite the fact that 97 men and 11 women of the London office are in the various armed services.

"CONTACT"
WSAI'S SALES AIDS
1. Street car and bus cards
2. Neon Signs
3. Display Cards
4. Newspaper Ads
5. Taxicab Covers
6. Downtown Window Displays
7. House-organ
8. "Meet the Sponsor" Broadcast
shouts Suzy our Steno. "WSAI maintains constant personal contact with the men who handle your product, is an active member of dealer associations. Our WSA 'I Opener', mailed monthly to your dealers, keeps them informed of your program—encourages them to give your product preferred merchandising.
"It's another phase of WSAI's tested technique for building listener demand and dealer preference for your WSAIdentified product."
IT SELLS FASTER IF IT'S
WSAI
IDENTIFIED
CINCINNATI'S OWN STATION
NBC & BLUE NETWORKS • 5,000 Watts Day and Night • Represented by Spot Sales, Inc.

GEN. MILLS BOOKS THIRD BLUE SERIES

GENERAL MILLS, Minneapolis, will launch *Jack Armstrong-All American Boy* on the BLUE Aug. 31 instead of Sept. 14, as previously announced. Promoting Wheaties, the Monday through Friday series will be heard on 91 stations at 5:30 p.m., local time in each time zone. Agency is Knox-Reeves Adv., Minneapolis.

The *Jack Armstrong* series will be the third program to be sponsored on the BLUE by General Mills, which since May 4 has been sponsoring for Kix the adventure series *Lone Ranger* on the basic BLUE and Southwest group and *Lightning Jim* on the Pacific Coast, both thrice-weekly quarter-hour programs. Agency for Kix is Blackett-Sample-Hummert, Chicago.

Another program in the juvenile class slated to go on the BLUE in September, although no details have been announced, is *Don Winslow of the Navy*, to be sponsored on a five-weekly basis by General Foods Corp., New York, for Post Toasties. Agency is Benton & Bowles, New York.

Cowles on Forum

GARDNER COWLES Jr., newly appointed assistant director for domestic operations of OWI, and publisher of the *Des Moines Register & Tribune*, will be among the speakers on *America's Town Meeting of the Air* on BLUE Thursday, Aug. 6, on the subject "The Role of the Press in Wartime". Also on the panel will be Palmer Hoyt, publisher of the *Portland Oregonian* which operates KGW-KEX.

HATS WERE OFFERED, but war stamps preferred as prizes for the employe contest sponsored by WEAF, New York, for the six best ideas for the station's 20th Anniversary program, Sunday, Aug. 16 [BROADCASTING, July 20, 1942]. Sherman Gregory, manager, presents savings stamps to the winners (l to r): Alton Kastner, press department; Rivera Ingle, information division; W. G. Martin, manager, guest relations; R. Gordon Webber, radio recording division; George M. Nelson, supervisor, mail and messenger service. Sixth winner, not in picture, was William E. Webb, manager, institutional promotion.

Petrillo States His Position

(*Continued from page 13*)

for the happiness of the home in supplying good music. Today, as in the past, its symphony orchestras are permitted to go over the air without any charge to the broadcasting companies. Its name bands are also permitted to go over the air without any extra charge to the broadcasting companies. The final result is that the public gets the benefit. I can truthfully say that for every dollar the broadcasting companies pay for musicians, they receive $4 worth of music gratis. Keep in mind now that I am speaking of the professional musicians, members of the AFM. Is this not a contribution to our great country and musical culture?

It has been said in the press that I am a "czar" and "dictator", and that the only music that goes over the air is the kind of music permitted by me. This I say is not true. You must be aware of the fact that some 18 months ago the broadcasting companies told the public that they would not hear ASCAP music, and therefore the public did not hear ASCAP music for nine months.

Chicago Career

In this case, the finest writers and the finest music were taken off the air because the broadcasting companies said "no". Because of the ASCAP-radio fight, some of our conductors who have music libraries worth as much as $100,000, were prevented from playing their music over the air. Was this fair to the public?

I personally received my musical education in the Hall House School in Chicago, which in those days was conducted by Miss Jane Addams. I was one of the members of the school band. From there I went to the *Chicago Daily News* band; so I came from the amateur school, like many other professional musicians of today, and we did not play over the radio. In those days we were not used under the guise of education to commercialize someone's institution.

I was very much surprised to read in the press release your reference to the colored question. The white and colored members of the AFM have worked together since its inception. As far as I know there has never been any discrimination against our colored members. However, I welcome an investigation of this matter by anyone.

I also read in a press release, supposedly coming from you, that if we stopped the making of recordings and transcriptions, 500 radio stations and many taverns and cafes which cannot employ musicians, will be put out of business. There are some 500,000 juke boxes in the United States and Canada. These juke boxes alone have taken away jobs of approximately 8,000 live musicians.

There are approximately 500 radio stations which do not employ a single live musician. These radio stations are all classified as big business. They say they need the services of the AFM but only in the canned kind of music. This part of our business takes away several thousands more musicians who would be employed if we did not make the canned music, to say nothing about the taverns and cafes using Muzak recordings, etc., etc.

Members of the AFM received $3,000,000 annually for making canned music. This $3,000,000 worth of canned music, when distributed around the United States and Canada, takes the place of live musicians who would receive for their work approximately $100,000,000. Certainly no one can say this is a healthy condition.

It is said that without our assistance these places would go out of business. The question is, who shall go out of business first? It is not our intent to put anyone out of business. Why can't we all live? Why should all big revenues go into the pockets of these radio stations, officials and others, without paying one dollar to the musicians?

The action of the convention of the AFM in stopping recordings was not taken on the impulse of the moment. It was taken after some 15 years of deliberation, when the patience of the entire 138,000 members of the AFM was exhausted. Again I repeat, this was not the action of the president of the AFM; it was the action of the entire membership of the federation.

Not a Czar

It may be surprising to the public to know that 95% of the music in the United States and Canada heard today is canned music. Only 5% is left for the poor profesional musician who studied all his life so that he might make a living for his family. This is not a question of being a "czar" or a "dictator". It is a question of a large group of men fighting for their very existence.

Insofar as I personally am concerned, and as long as I am the president of the AFM, I shall encourage such action on the canned music situation until such time as these people who are getting rich on our services, while our people get no money, see fit to employ members of the AFM.

I will cite one case pending at this very moment. A strike was called on the Ringling Brothers Circus last June 1 for a mere increase of $2.50 per man per week. The show included 14 colored musicians and 26 white musicians. These men have been out of a job ever since June 1, because the circus bought records *made by our members*. These records are now playing the show. In other words, our own men are scabbing on our men. Would anyone say this is a healthy condition?

If we had not made these records these 40 men would not be walking the streets without jobs. I would like to have someone point out to the federation any worker in any other line of business who makes the instrument which puts himself out of business. Incidentally, the circus offered to settle this strike by taking back the white musicians, and eliminating the colored musicians; but we said the white as well as the colored men went out together, and it was only fair that they go back together.

The ice man was put out of business because the frigidaire was installed in the home; but the ice man

.... and 12 million bucks ain't hay, mister!

You'll agree, MR. TIME BUYER, THAT kind of money is ALWAYS welcome.

The government has just granted a shell loading plant to Charlotte at a cost of $10,000,000.00, which means a million dollars a month added payroll. That's a nice PLUS you get when you buy WSOC.

WSOC is the most economical way to reach the millions of spendable income in the Charlotte market. WHY? BECAUSE WE KEEP 'EM LISTENING!

WSOC

Charlotte, North Carolina

NBC • RED

National Representative

HEADLEY-REED COMPANY

New York • Detroit • Chicago • Atlanta • San Francisco

Denver
is America's First* Test Market!
Planning a test campaign? Have your say on KOA... to reach more people at less cost.
*Source: Eastern newspaper study
KOA
50,000 WATTS
FIRST IN DENVER
Represented nationally by Spot Sales Offices

XUM

d nothing to do with the making of
e frigidaire. Many many other labor
ing devices have been created
ere the displaced worker had
thing to do with the making of same.
our case, it is entirely different.
e make the instrument which puts
out of business. To continue this
icy means suicide for the musicians
the United States and Canada.

Not one recording or transcription
mpany has approached the AFM
h any suggestion to overcome this
oblem.

They sit back and say "we will all
achine—the radio stations, record-
companies, advertising agencies—
d we will bring pressure on Wash-
gton to fight our battles for us."

That is just what has been done.
hile the Government is spending its
d time and money protecting all
e interests who have combined
ainst the AFM, irrespective of any
tion taken, the AFM must protect
elf with its own resources. This is
r unfair. Am I to assume that these
anies are lily white, and are not
e investigated in the same manner
the AFM in this controversy?

No agency, not even the agencies of
e Government have asked the AFM
explain the situation. All we have
en getting are threats through the
ss that unless we do this, that or
e other thing, we are going to have
, or that done to us. The AFM
eats any thought in the minds of
y one questioning the patriotism of
t organization or its members.

No organization has bought more
r Bonds pro rata than have the
mbers of the AFM. Until now, the
M has O K'd millions of dollars.
peat, millions of dollars' worth of
sic to be played free for the armed
ces of the United States and its
ies, and will continue to do so.

Insofar as breaking down the morale
our fighting men is concerned if we
not make records, I repeat now
at I said at our convention last
ne 8, that we will make recordings
transcriptions for the armed
ces of the United Nations, and we
ll make any records requested by the
esident of the United States.

But we cannot make canned music
commercial industries which are
ing rich while the musicians walk
e streets without jobs. We will not
mit any industry to hide behind the
ion's flag, and place our members
relief rolls, while they continue to
e the product made by us to de-
ive our members of the American
y of living, and to raise their
milies in the democratic American
y.

Mr. Fly, I hope that the above is the
rmation that you desire. I am ready
d willing at all times to be helpful
you and the Commission whenever
e request. I will be very happy to
rnish you with any further informa-
n desired.

RIVATE JOHN J. DILLON JR.,
o for seven years was assistant to
BC Sportscaster Bill Stern, returns
soldier-announcer on the General
tors *Cheers From the Camps* from
rt Meade, Md., Aug. 4.

Buttons Left

LATEST reports are that a small supply of the "In the Service of Home and Nation" lapel buttons, distributed by WGAR, Cleveland, at the last NAB convention, is still available. Already several thousand are worn throughout the industry and others may be ordered through BROADCASTING for 60 cents to cover costs.

SHORTWAVE GROUP TO EXPAND SERVICE

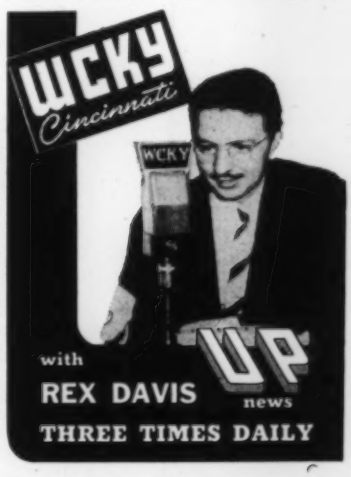
TO PREPARE the way for the more efficient use of existing American international shortwave stations, and the possible expansion of service to other countries, an interdepartmental committee has been organized under the aegis of the Board of War Communications and Com. T. A. M. Craven, member of the FCC, has been designated as FCC and BWC representative.

Only one meeting of the committee has thus far been held, attended by Com. Craven; Robert Sherwood, administrative director of the Office of War Information in charge of overseas operation, and W. K. Harrison, deputy coordinator of the Office of the Coordinator of Inter-American Affairs. Also acting for the latter, better known as the Rockefeller Committee, is Dudley Bonsal, attorney.

All present licensees of international broadcasting stations, it is understood, have been asked to furnish data on cost of operation. It is planned to lease time from them for programs to be prepared by the Government agencies for transmission abroad. With Germany's shortwavers already usurping some of the amateur radio bands, it is likely the U. S. services will be expanded into new bands in order to have more frequencies available.

Storer Forms Firm

DOUGLAS F. STORER, who formerly operated his own program producing firm under his own name and is now a producer-director of the BLUE, has incorporated his activities outside the BLUE as Broadcast Features Inc., New York. John Curtiss, who has worked with Mr. Storer previously, is a director with Storer of the new firm which may start active operation in the fall as a production company for packaged programs.



Bert Silen Found Safe as Prisoner

Interned by Japs in Manila; Slaying of Bell Confirmed

BERT SILEN, NBC's Manila correspondent, who has been missing since the fall of the Philippine capital, is safe and interned by the Japanese, according to word received last Thursday by A. A. Schechter, director of NBC's news and special events division. The communication to Schechter from a high-ranking U. S. Army official confirmed earlier reports that Don Bell, with whom Silen made the memorable Dec. 9 eye-witness broadcast of the bombing of Manila, had been killed and mutiliated by the Japs.

According to word received by Schechter, Silen is interned with other American correspondents captured in Manila at Santo Thomas College in that city.

Received Honors

Silen and Bell, along with Ted Wallace, who worked with them in the Manila broadcast, recently were honored by the National Headliners Club at Atlantic City for bringing listeners a vivid account of the Japanese attack against a background of gunfire.

Reports of Bell's fate had earlier been sent to this country by Melville Jacoby, former NBC and *Time* and *Life* correspondent, who was later killed in an airplane crasn.

Silen was born in Marietta, O., and later moved to San Francisco, and then Boise, Ida. He was graduated from Stanford in 1923. In 1928 he went to the Philippines to become manager of KZRM and for several years was secretary of the Philippine Government Broadcast Committee. In 1939 he organized and built KZRH, of which he was manager when the Japanese struck.

WIS, Columbia, S. C. Goes to 5 kw. Fulltime

DAY AND NIGHT operation on 5,000 watts has been announced for WIS, Columbia, S. C., by G. Richard Shafto, manager. The station had operated at 5,000 watts in daytime and 1,000 at night since 1935. A substantial portion of the new night-time output is directed toward the Eastern section of the State.

Completion of its new three-element array antenna system after five months of work provides not only additional power but limits mutual interference among stations on 560 kc. The Civil Aeronautics Authority has designated the WIS antenna system as an aerial navigation facility to assist aircraft in determining their position when flying in this section of the State.

The three towers—two 360 feet high, the other 308—are 432 feet apart and an inter-tower telephone line has been installed to enable the engineers to communicate with each other. Scott Helt, chief engineer, supervised the installation.

Elmer Diddler's Doings.

Don't overlook that farm audience, Elmer

For almost 17 years WGY's been originating farm programs designed especially for this region. We're the station with a message for the farmers—and with the power to carry it to them. If you pass up WGY, Elmer, you're passing up the only station that can weld all these prosperous farmlands and a half-dozen outstanding urban markets into one mighty important buying unit. We say *only* station because WGY—

GENERAL ELECTRIC
WGY
50,000 WATTS
SCHENECTADY, N. Y.

★ is the area's sole 50,000-watt station
★ has the area's lowest frequency
★ is the area's only NBC Red outlet
★ is the area's only 20-year veteran

WGY-60

EAST MEETS WEST as Ralph R. Brunton, president of KQW, CBS San Francisco affiliate, manifested a fatherly interest in little Peggy Woo, singer in the St. Mary's Catholic Chinese Choir, at a recent commemoratory program on China's entrance into the war.

RADIO INTRODUCES NEW LINE

Pep Boys Using Night Program to Promote Addition of Work Clothes

HAVING built up an audience of war workers during the early morning hours with its all-night radio programs, Pep Boys, auto accessory chain stores in Philadelphia, is setting aside for the duration a business policy adhered to consistently for 21 years since inception of the business. For the first time, Pep Boys are extending their line of merchandise beyond the auto accessory field to include the sale of work clothes.

President Explains

Maurice L. Strauss, president of the Pep Boys, whose firm uses radio extensively in Philadelphia, New York, Washington and on the West Coast, announced that its radio program, *Dawn Patrol*, on WIP, Philadelphia, will be used first to exploit the new line of merchandise.

"With the revival of industry that came with the war rumblings and drums beating in Europe, Pep Boys were the first commercial organization to sponsor a full all-night radio broadcast so that night workers in our busy 'preparedness' industry might be assured of radio entertainment around the clock.

The Pep Boys *Dawn Patrol* is now in its fourth year of consecutive broadcasting and has accumulated more than 7,000 hours of 'public service to defense workers.'

"Since the audience of the *Dawn Patrol* has now been swelled with thousands and thousands of night shift war workers, it is fitting that they too should be serviced not only with entertainment and education but with a line of merchandise that they demand."

Not only does the *Dawn Patrol* bring music and chatter to war workers during the early morning hours, but it also rebroadcasts important radio events that occur during the daytime hours.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N.Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Silver Spring Md.
(Suburb, Wash., D. C.)
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

BROADCASTING FOR RESULTS!

CLASSIFIED *Advertisements*

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

SALESMAN—Straight commission with small drawing account, excellent opportunity for advancement in good market. Will consider man with no sales experience and willing to learn. Box 707, BROADCASTING.

ANNOUNCER-ENGINEER—First class license preferable. Progressive small Southern Station. Good pay for short week. Box 705, BROADCASTING.

Experienced local salesman—For eastern network affiliate single station city 55,000. Real opportunity for good man; $40 weekly draw against 15% commissions; first class account list. Send past performance details, draft status, picture first letter. Box 704, BROADCASTING.

Local Station in Virginia—Has opening for chief engineer and operator. Submit qualifications and salary expected first letter, with date available. Box 703, BROADCASTING.

COMBINATION—Announcer, engineer for South Georgia Station. $35 per week. Box 711, BROADCASTING.

ENGINEERS — Southern Station. Draft exempt, first class license. Box 702, BROADCASTING.

Combination Salesman and Announcer—Must be good at both. Give full particulars and salary expected first letter. Blue network Affiliation. Write KMLB, Monroe, Louisiana.

CONTINUITY, YOUNG LADY — Experienced writer able to handle commercial continuity and spots, regional station. Mike voice desirable but not essential. Box 709, BROADCASTING.

ENGINEER WANTED—For RCA equipped Mid-West network station. Good salary . . . chance for advancement. Submit full details including experience, references, draft status, picture. Box 706, BROADCASTING.

Chief Engineer—Local Eastern Major Network Station. Must have transmitter, maintenance and operating experience. Permanent. Submit full details including draft status, references, desired salary. Box 715, BROADCASTING.

Situations Wanted

CHIEF ENGINEER—Ten years' experience 250 watt station. Married. State salary, hours, etc. Box 700, BROADCASTING.

RADIO OPERATOR—Five years' experience. First class license. Desires permanent control room position in Mid-West or West. Present salary $40.00 weekly. Available on one week's notice. Box 701, BROADCASTING.

Continuity and Production—College girl. Experienced writer able to handle commercial continuity and spots, air work, and production. Prefer Eastern station. Box 714, BROADCASTING.

Situations Wanted (Cont'd)

A PAUSE FOR PERSONAL IDENTIFICATION—Manager of production and continuity, with distinctive designs on broadcasting profession, desires position with more progressive station, or agency. Local, net and agency experience. College graduate. Draft class 3-A. References A-1. Box 713, BROADCASTING.

Experienced and well qualified—Chief engineer, general manager or combination engineer manager, draft exempt, experienced in short wave as well as broadcast operations, desires responsible well paying position with successful regional or clear channel station. Box BROADCASTING.

WAR CASUALTY—Business going . . . so am I. Four years of experience in commercials; news; m.c work, including personality shows; narration; special events; studio control operation. Then A because of wife and boy . . . because of same need pretty fair salary and good opportunities. Now employed network affiliate. Box 695, BROADCASTING.

Chief engineer—Experienced. 3-A, Married. $55 minimum. Good engineer is right management. Prefer personal interview. Box 696, BROADCASTING.

ATTENTION—Owners of Radio Station I will accept sales management of your radio station, desire no salary, will work on commission basis. Seventeen years experience. Can prove ability in few minutes. Box 697, BROADCASTING.

MAN-WIFE—Program director, studio pianist, produce kiddie shows, do sound piano act. Also sales ability. Seven years radio, vaudeville. Box 698, BROADCASTING.

PROGRAM DIRECTOR—Wide experience. Outstanding background. Knows music. Box 710, BROADCASTING.

ENGINEER — Experienced, first class. Draft exempt. N. Y. Metropolitan area only. Box 699, BROADCASTING.

Does your "Musical-Clock" need winding up?—Good "Emsee" possessing smooth delivery and exceptional ability at "ad libbing" commercials and capable of selling equally well on street or on air, will be available after August 6th. Presently employed but seeks same job in more progressive station. Christian, family. Livewire. Box 716, BROADCASTING.

Wanted to Buy

Wanted to Buy—Lease or operate management contract, station in good market. Responsible parties, all inquiries held strictly confidential. Box BROADCASTING.

For Sale

Latest type 5KW Collins Transmitter. Complete with extra tubes and spare console. Available September 1st. KPAS, Pasadena, California.

Gas Ration Found To Boost Listening

Survey Shows Auto-Owning Families Tune-In More

THAT GASOLINE rationing tends to increase home radio listening, is indicated in a survey released by The Pulse of New York Inc., comparing June and July listening in a selected lower portion of the middle class.

While the survey reveals a decrease in sets in use from June to July, there is only a negligible 2% decline in telephone homes where automobile ownership is comparatively high. In non-telephone homes, where there are fewer automobiles, there is a 12% decrease in listening.

More, Not Less

At the economic level studied, it is estimated that 44% of the telephone families own cars, while only 21% of the non-telephone families do. "This strongly suggests," says the survey, "that the gasoline rationing is an agent that makes for more, rather than less home radio listening."

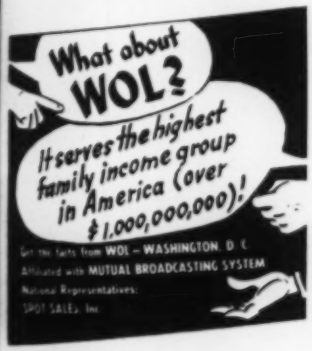
In addition, auto-owning families did more radio listening than non-auto homes in July, according to the survey, which reports that 47% of the sets were in use in automobile homes, with 42% tuned in in carless homes.

Fun Festival to Mark CBS August Workshop

FESTIVAL of four comedy programs, with each intended as a sample for a possible series, will be presented during August on CBS as part of the Monday evening *Columbia Workshop* program. The first, on Aug. 10, will be a vaudeville stanza, title of which is not yet set, and the cast under consideration including Gully Richards, Jack Guilford, King Jacks and Eddie Green.

Aug. 17, CBS will present Damon Runyon's "Hold 'Em Yale," and the Aug. 24 presentation will be "Blackouts & Sketches." The final program on Aug. 31 has not yet been selected. Producing *Columbia Workshop* is William Spier, assisted by Larry Burns.

WJWC, Chicago, formerly WHIP; WAPO, Chattanooga, and KXEL, new station in Waterloo, Ia., have acquired the 24-hour special AP radio news wire from Press Assn., New York, AP radio subsidiary.


What about WOL?
It serves the highest family income group in America (over $1,000,000,000)!
Get the facts from WOL – WASHINGTON, D. C.
Affiliated with MUTUAL BROADCASTING SYSTEM
National Representatives:
SPOT SALES, Inc.

Don Ameche Returns

DON AMECHE, film and radio star who served as m.c. of Charlie McCarthy's show on NBC from May, 1937 to December, 1939, will resume the post when the *Chase & Sanborn* program returns to the air Sept. 6 after a summer hiatus. Only change in the show from its format when it was temporarily discussed June 28, will be the absence of Abbott and Costello, comedians who will be starred on their own show for Camel cigarettes. Sponsor is Standard Brands, New York, and agency is J. Walter Thompson Co. Summer replacement is *Star Spangled Vaudeville*, for Fleishman's Yeast, a Standard Brands Product.

Biddle Asked to Probe Fr. Coughlin and Smith

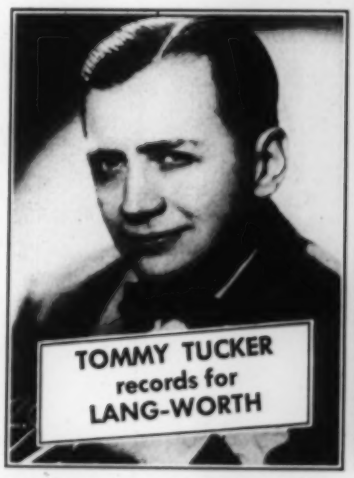
ATTORNEY GENERAL BIDDLE was called upon last Thursday by the Detroit Civil Rights Federation to investigate Rev. Charles E. Coughlin and Gerald L. K. Smith, the latter chairman of "The Committee of 1,000" and candidate for the Republican nomination for Senator from Michigan. Both were formerly prominent on the radio.

John F. Shepard, president of the Federation, stated in a letter to Biddle that Smith published a monthly, *The Cross and the Flag*, and that a periodical of that name was listed in the July 23 Federal indictment charging 38 men and women with seditious activities. It was also pointed out that Fr. Coughlin's *Social Justice* had been barred from the mails.

White Collar Workers Benefit by WHN Pact

WHITE-COLLAR workers employed by WHN, New York, which is owned by Loew's Inc., are included in the contracts signed by four major movie companies July 28 following negotiations with the Screen Office & Professional Employes Guild, Local 109, UOPWA, CIO. The pacts provide union security, 10% wage increases, standard union shop clauses. Local 109 will probably start campaigns by fall to enlist white collar employees in other New York stations.

Jurisdiction over radio publicists in the New York area is held by the recently-chartered Local 114 of the UOPWA, CIO, which was formed from the Screen Publicists Guild, an independent union prior to affiliation in June with UOPWA.



SHADES OF SEVASTOPOL

Fort Wayne Announcer Beset —By Tongue Twisters—

NO COMMENTATOR on the Russian front would have a tougher time than Hilliard Gates, sportscaster of WOWO-WGL, Fort Wayne, when he announces games of the Toledo soft ball club.

In a recent game between that team and the Ft. Wayne Zollner Pistons, Hilliard had to contend with the following potpourri of consonants and vowels in the lineup: Tony Smolinski, Mike Murzynski, Stan Kazmarek, Orv Swantek, Dick Strugarek, Walt Smolinski, Ed Komisarek, Tom Sczenderski, Gene Oleksiak—and Bill Ryan.

Blue Coast Pickups

BUILT around interviews with motion picture celebrities and housewives, *Breakfast at Sardi's*, BLUE Pacific Coast program, will be presented coast-to-coast on BLUE starting Aug. 3. The show, which already has two participating sponsors as a West Coast program, will also be available for participations as a network series. Two performances of the program will be aired; one for the national audience, Mon. thru Fri., 11-11:30 a.m. (EWT) with the Pacific Coast program maintaining its present time, 9:30-10 a.m. (PWT) on those days. Participating sponsors for the latter show are: Photo-Developing, Los Angeles and Skinner & Eddy Corp., Seattle (Minute Man soup).

Pre-Primary Accounts Run Light in New York

AFFILIATED Young Democrats of New York Inc. has bought six 12-minute periods and two quarter-hours on WMCA, New York, for broadcasts in connection with the New York State primaries, scheduled Aug. 11. Harold J. McLaughlin, municipal court justice of Brooklyn and candidate for county judge, is the featured speaker on the programs, which started July 28 and run thru Aug. 11.

With no primary contests in the local Republican unit, and the Communist and Socialist parties groups not taking part in the primaries, the Democrats are the only possible timebuyers for pre-primary broadcasts in the New York area.

State committees, prohibited by the N. Y. State Election Law from using funds for primary contests, have not yet announced broadcasting plans for the elections in the fall. However the N. Y. State Committee of the Communist Party has already signed for a quarter-hour on WQXR, New York, Aug. 16, for a broadcast by Israel Amter, candidate for governor. He will discuss results of the primaries.

WSBA About Ready

WSBA, new station in York, Pa., occupied its new building July 27, located north of the city on the Susquehanna Trail. Robert L. Kauffman, general manager of the new station, announced the appointment of Otis Morse formerly chief announcer of WORK here, as program director; McClellan Heights chief engineer; Neil Robinson, production staff. The station will go on the air late in the summer, using 1,000 watts daytime on 900 kc.

Charges of Political Pressure In Salvage Placements Denied

Advertising Council and Agency Officials Say Normal Methods Are Followed in Campaigns

POINTING OUT that the advertising campaigns for vital material salvage are paid for by industry organizations and are directed by these organizations and the advertising agencies they have appointed, executives of the Advertising Council and the agency handling the scrap salvage campaign last week emphatically denied charges of political pressure in the selection of media.

Heard in Congress

Such charges, raised by some broadcasters after scrap salvage ads had been placed with every English-language daily and most weekly newspapers in the country, while radio announcements had been alloted to only 218 of the more than 900 stations in the United States, have even reached the floors of Congress.

Rep. Mundt (R-S. D.) on July 17 criticized the "strange reasoning" behind the selection of stations and urged that Congress protest against Government-sponsored advertising which he termed unfair to small newspapers and stations [BROADCASTING, July 27].

Stating these complaints must be based on a misunderstanding of the method in which such campaigns as the scrap metal drive are conceived and prepared, Ralph Allum, assistant to the executive director of the Advertising Council, explained the process.

First, he said, a Government agency—in this case the Conservation Division of the WPB—is confronted with a certain job, the salvaging of waste material, especially metal, which is needed for the war effort. The WPB acquainted leaders in the metal and steel industry with the nature of the job to be done and with the salvage collection system the Government was preparing to establish.

At the same time, Mr. Allum went on, the WPB also asked the Advertising Council, as the liaison agency between the Government and the advertising industry, to prepare plans showing how advertising could help in the salvage drive. The Council assigned the problem to Leo Burnett, Chicago agency head and a Council member, who assembled a group of agency executives from that city to work out a proposed national advertising campaign.

When this sample campaign was completed, the Council showed it to the WPB and also to leading members of the iron and steel industry, who were so enthusiastic that they took steps to raise money to sponsor a paid advertising campaign to aid in the Government program for the collection of scrap. When the money, approximately $1,500,000, had been raised, the American Iron & Steel Institute appointed an advertising agency, McCann-Erickson, and turned over to it the tentative plans prepared by the Council, which the agency then revised in accordance with its own judgment and with the amount of money it had to spend.

Council in Liaison

At this stage, Mr. Allum stated, the Advertising Council's part was finished, except that it continues to act as liaison between the Government and the Institute, but only in a general way. Neither the Council nor the Government takes any part in the preparation or placement of the actual advertising copy, he emphasized, as that, like any other advertising campaign, is something to be decided by the client and agency.

"Neither the Council nor the Government solicits funds for advertising", he summed up. "The Government has a job to be done. The Council shows Government how advertising can help; if Government approves, the Council shows industry how it can help by putting on such a campaign. It then is up to the industry whether it goes ahead or not, and the manner in which it proceeds is not guided by either Government or the Council".

The final form of the scrap salvage advertising campaign, as prepared by McCann-Erickson and approved by the American Industries Salvage Committee, made up of three representatives of the iron and steel industries and two from other industries, was outlined by E. D. Madden, vice-president of the agency, at a meeting held in New York July 1 [BROADCASTING, July 6]. Since lengthy copy is required, the major part of the appropriation went for full-page newspaper ads, to run over a period of several months, he said.

Radio's allotment of about $225,000, roughly 15% of the total budget, is devoted to a series of transcribed one-minute spots of varying types, concentrated at the beginning of the campaign, when they are to be broadcast five a day for 13 days on 218 stations. Three national magazines, 14 business papers, 44 farm papers and 65 industrial papers are also included in the media for the campaign.

Since the placement of the radio schedule, numerous letters have been received from broadcasters, according to O. M. Schloss, time-buyer for the agency. Most of them, he said, point out that they have given freely of their time for a wide variety of Government wartime messages and that therefore it is unfair for them to be left off the list of the first wartime campaign to be placed on a commercial basis.

No Politics

"A few stations," he stated, "apparently believe that the lists were prepared under Government supervision and were influenced by political considerations. This is definitely not true. Once we had been given the account we handled it as we would any advertising campaign for any other client, preparing copy and selecting media with the sole goal of accomplishing the most effective job that could be done with the money we had to spend".

Mr. Schloss pointed out that when this scrap salvage advertising is compared with other advertising campaigns it is exceptional for using so many rather than so few stations. "There are not many advertisers using more than 200 stations for spot campaigns", he stated, "and if the broadcasters would consider this in its true light, as an individual advertising drive sponsored by an individual client with a limited budget and not as a Government project, they would not complain about radio getting the run-around because of political discrimination.

"For good and logical advertising reason," he concluded, "newspapers got the major share of this campaign. The next one may well have a message which can best be put over by radio, or by outdoor advertising, in which case radio, or outdoor, will be chosen as the major medium."

Hi-Yo Silver!

WHEN Bill Aldrich, of WGL, Fort Wayne, set out to get a 26-week renewal contract from the West Swinney Amusement Park, he was momentarily stumped when he found the park manager operating a merry-go-round due to a personnel shortage. However, not to be denied, Aldrich swung aboard one of the horses and after an hour of hard riding emerged with the signed contract.

Drawn for BROADCASTING by Sid Hix

"Due to Circumstances Beyond Our Control, the Program Originally Scheduled for This Period Has Been Cancelled!"

Fat-Saving Drive Gets Under Way

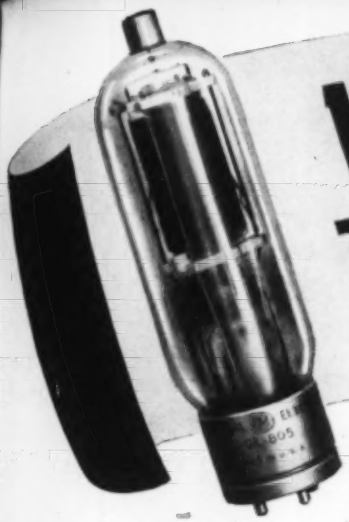
COMMITTEE of Glycerine & Associated Industries to Save Waste Fat Inc., including the major soap companies and other leading producers of glycerine which the Government needs for munitions, last week launched the advertising campaign which it has underwritten to aid in educating the American housewife in the necessity for saving and turning over to her butcher grease and fat scraps she would normally throw away.

Backbone of the drive is a six-week newspaper campaign, using insertions of from 550 to 1,000 lines twice weekly in 423 papers in 200 cities, according to Glenn Wiggins, account executive of Kenyon & Eckhardt, New York agency in charge. None of the appropriation will be spent for other media, he said, but added that the Radio Bureau of the Office of War Information (successor to the OFF's radio department) has requested the networks and their advertisers to promote the fat salvage program with announcements wherever possible.

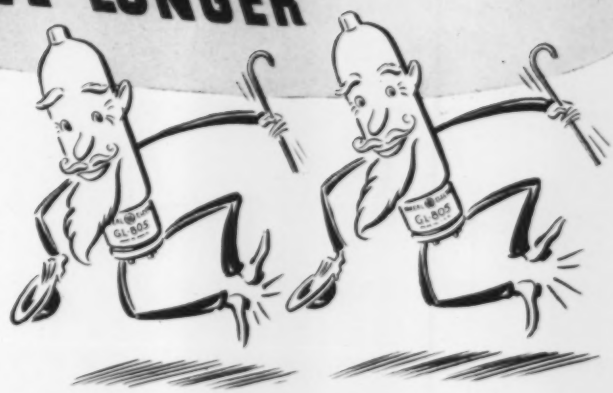
Advertising will start on different dates in different cities, Mr. Wiggins said, in accordance with the individual plans of the various local WPB salvage committees which have charge of the drives in each locality. He declined to specify the amount of the budget for the advertising, except to say that it is "limited." It has been reported as totaling approximately $500,000, however.

Curtiss Beverages

CURTISS CANDY Co., Chicago, is using radio to introduce a grocery line of fruit beverages which include grape drink, tomato cocktail, orange drink, and prune juice under the label of Carelton Fruit Beverages. Station break and 100-word announcements have been placed on the following stations 15-26 times weekly: KSTP WDAF KSD WFAA - WBAP KPRC WOAI WOSH WHO KMA KVOO KOMA KFBI WOC KARK WMT. Agency is C. L. Miller Inc., Chicago.



10 Suggestions to make your THORIATED-tungsten-filament tubes LIVE LONGER



HERE'S HOW you can easily remove many of the causes of premature tube failure

1 Don't overload the tubes. Use adequate protective devices such as a fuse or relay. Heavy overloads are apt to evaporate the thorium surface from the filament, and permanently damage the tube.

2 Normal operating temperature for thoriated-tungsten-filament tubes is obtained by operating them at the *rated* filament voltage. Care should be taken to operate them *at this voltage* (except for standbys and when reactivating). Occasionally, under or over voltage will give longer life, but such operation should only be carried out after first consulting the tube manufacturer.

3 Tubes that have been momentarily overloaded, or run at subnormal filament temperature, can quite frequently be reactivated by following this simple procedure: Operate the filament at the rated voltage for ten minutes or more with no voltage on the plate or grid. This process can be accelerated by increasing the filament voltage to 20 per cent above the rated value for a few minutes.

4 Increase the filament voltage progressively (only a small percentage at a time) when a tube no longer responds to reactivation. New filament transformers may be necessary for such operation.

5 For tubes of *250-watt plate dissipation or higher,* when the load on the tube is intermittent, keep the filament at 80 per cent of normal voltage during standby periods of *less than two hours.* This helps keep the cathode surface replenished, and makes it more quickly available when raised to normal filament voltage. If the standby period is *more than two hours,* the filament current should be shut off.

6 For tubes of less than 250-watt plate dissipation, filament voltage should be removed for standbys of more than 15 minutes.

7 For all types of thoriated-tungsten-filament tubes if the off period is less than five minutes, operate the filament at full voltage continuously, as excessive heating and cooling cycles tend to distort this type of filament.

8 Keep tubes well ventilated—with fans or blowers, if necessary.

9 Run at lowest possible anode current and voltage.

10 Minimize plate dissipation by careful tuning of the transmitter.

The Navy "E", for Excellence, has been awarded to 92,780 General Electric employees in five plants manufacturing naval equipment

These Suggestions Apply to Such Tubes As These G-E Thoriated-tungsten filament types:

GL-146	GL-276A	GL-812	GL-849
GL-152	GL-800	GL-813	GL-851
GL-159	GL-801	GL-814	GL-860
GL-169	GL-803	GL-833A	GL-861
GL-203A	GL-805	GL-834	GL-865
GL-204A	GL-806	GL-835	GL-1623
GL-211	GL-809	GL-838	GL-1628
GL-217C	GL-810	GL-845	
GL-242C	GL-811		

TEACHING A RADIO CLASS? Ask for These G-E Aids

- FM Primer
- Cathode Design
- Experimental Electronics (Theory)
- Experimental Electronics (Applications)
- Electronics and Electron Tubes
- G-E Motion Pictures

Fill in the coupon for your sample package of these publications.

GENERAL ELECTRIC

RUSH

General Electric, Section 161-39
Schenectady, N. Y.

☐ Please send me ..... copies of "9 Ways to Make Your Tungsten-filament Tubes Last Longer," "How to Get Longer Life from Your Mercury-Vapor Tubes," and further information on the operation of thoriated-tungsten-filament tubes.

☐ I am conducting a radio class for ..... and would like a sample package of your textual manuals.

NAME ..... STATION .....

ADDRESS ..... STATE .....

CITY .....

8850